



The beverage can is green.



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Ball Packaging Europe

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RECYCLING

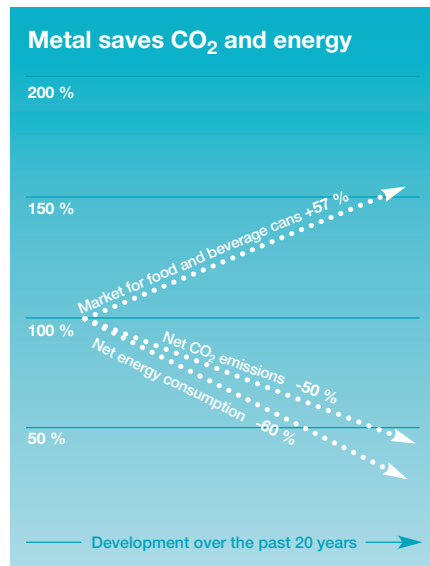
All beverage cans, whether of steel or aluminium, can be completely and infinitely recycled. The recycled metal has the same high quality as the primary product and can therefore – in contrast to other packaging materials – be used again and again for the original purpose. “Old” cans can be recycled back into new cans again.

Beverage can recycling saves up to 95 % of the energy required to produce

primary material. The CO₂ emissions are therefore also reduced by up to 95 %.

This means: The higher the recycling rate, the lower the CO₂ emissions. Beverage can recycling is a genuine contribution to climate protection.

The beverage can is the most recycled beverage packaging in the world. Thanks to a good recycling infrastructure, the recycling quotas for metal packaging in Europe are very high – significantly higher than for glass and plastic packaging.



In the course of the past 20 years, it was possible to reduce energy consumption by 60 % and CO₂ emissions by 50 % despite the fact that the market volume has risen by 57 % during the same period. Source: VMV

LOGISTICS

Beverage cans are small, compact and easy to stack and therefore permit perfect space utilisation. This results in measurable advantages in respect of transport and storage.

- A lorry loaded with beverage cans transports on average twice as much liquid as a lorry loaded with beverages in bottles. The beverage can therefore ensures that there is less traffic on the roads, consequently protecting the environment.

- In the case of beverage cans, the amount of CO₂ emitted during transport is on average 57 % lower than that of beverage packaging made of glass or PET. These were the findings of a model calculation on the topic of transporting beverages in containers*.

* Source: Independent consultants Incept, Queen Mary College, University London

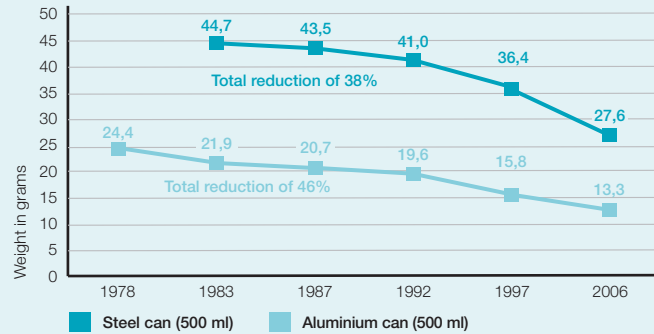


Life cycle of a beverage can

Within just 60 days, it is possible for the recycled beverage can to appear on the supermarket shelf again as a new product.



Light-weighting of beverage cans



LIGHT-WEIGHTING

The beverage can industry has constantly reduced the weight of beverage cans:

- The first beverage can produced 60 years ago weighed more than 80 grams.
- A 330 ml steel can today weighs only around 21 grams, a 330 ml aluminium can only 10 grams – that is 50 % and 40 % respectively less than in 1970.
- Nowadays it is possible to produce beverage cans with a wall thickness of 0.097 mm – the can wall is therefore as thin as a human hair.
- The can end is also becoming lighter and lighter: With the new can end generation which has been on the market since 2009, 10 % material savings are made compared to the standard can ends.

- Nowadays beverage cans rate amongst the lightest types of beverage packaging and are in some cases even lighter than plastic bottles.

One single gram less weight saves around 20,000 tonnes of aluminium or 30,000 tonnes of steel annually based on a sales volume of some 50 billion beverage cans Europe-wide. As a comparison: It would be possible to build four Eifel Towers with the amount of steel saved annually.

As the weight decreases so does the energy consumption and the CO₂ emissions relating to transport – a clear advantage for the environment.

QUALITY

Environment protection is important – however packaging also has to be of specific benefit to the consumer. And it is here that the beverage can also scores: The beverage can is the only packaging which is absolutely light-proof and oxygen-tight. Therefore, beverages in cans have a longer shelf-life and retain their quality.

The typical fizzing sound when the beverage can is opened tells the consumer that the contents are absolutely fresh. When the consumer takes the can from the supermarket shelf, the product is guaranteed to be in an untouched and originally packed state. And a particularly consumer- and environmentally friendly aspect: the exceptionally rapid cooling capability.



BALL AND SUSTAINABILITY

Ball is committed to the principles of sustainability. **Environment protection, economic efficiency and social responsibility** represent the triple bottom line approach of Ball's sustainability concept. For many years the company has been working to minimise the impact of its products and production processes on the environment and at the same time to create a safe working environment with high social standards for its employees. The commitment to recycling and the ecologically sound use of beverage cans have been an integral part of the corporate strategy for decades.

Ball's sustainability report and further information relating to this topic can be found under: www.ball-europe.com

ENGAGEMENT FOR THE ENVIRONMENT

High recycling rates are achieved in many European countries. However in some countries the recycling rates can be optimised even further. Ball has therefore become particularly involved in those countries where the recycling rates are still low.

In eastern Europe, Ball Packaging Europe has been setting up environmental trust funds, either alone or with partners, since the mid 1990s. The Recal Trust Fund in Poland and the recan Fund in Serbia promote environmental awareness and a recycling mindset, in particular amongst children and young adolescents. The funds

provide schools, kindergartens as well as local authorities and communities with information material. Each year they support dozens of campaigns to promote the collection and recycling of beverage cans. Further information under: www.recan.org and www.recal.pl

In the United Kingdom, Ball Packaging Europe promotes collecting projects as member of the Beverage Can Makers Europe (BCME) association. Further information e.g. under: www.everycancounts.co.uk

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