

# Think Tin<sup>®</sup>

Steel Cans: America's Most Recycled Package



East: Allstate Can Corporation  
973/560-9030

West: Allcan West  
209/460-1870

## Steel Recycling Rate Reaches Record High

The most recycled material—steel—reached a record high of 83.3 percent in 2008 according to data from scrap processors, steel producers, the United States Geological Survey and the United States Environmental Protection Agency. Information can take up to a year to gather and compile. "Steel continues to be recycled at a higher volume than paper, plastic, glass, copper and aluminum combined, and the steel can holds the distinction of being food and beverage's most recycled container," said Bill Heenan, president of the Steel Recycling Institute.

Metal packaging is easy to collect, sort and recycle because of its magnetic quality. It can be recycled an infinite number of times without loss of durability or strength. Recovered metal feeds the production cycle—it isn't waste—an infinite recycling loop can be created with no "down-cycling".

Using recycled steel also saves energy. Compared to production from virgin raw materials, producing steel exclusively from scrap requires 75% less energy. Using recycled material, the steel industry saves enough energy in one year to electrically power more than 18 million homes for one year. The amount of recycled steel recovered in 2005 through packaging (more than 1.4 million tons) would yield enough steel to build 185,00 steel framed homes.

Each can recycled substantially reduces the environmental footprint of the next can, and recycled cans are back on the shelf in as little as 60 days. Americans could save more than \$3 billion worth of energy each year by recycling cans.



### Did you know?

- The steel can is America's most recycled container
- Metal has the highest recycling rates of any packaging material in the U.S. at 83.3%
- The steel industry has reduced energy consumption by 33% since 1990
- For every ton of recycled steel, 2500 pounds of iron ore, 1400 pounds of coal and 120 pounds of limestone are conserved
- Hermetic cans (like coffee cans) offer 100% protection against gas, oxygen, light, moisture or other contamination
- Metal is recycled an infinite number of times without loss of strength or durability
- When you buy steel, you are ALWAYS buying recycled
- Every minute, approximately 20,000 cans are recycled in the United States
- If every American recycled just two food cans this year, we would save the equivalent of 10 million gallons of gasoline
- Consumers can recycle food cans as well as paint cans and aerosol cans
- Cans are a smart and responsible solution to the ever-increasing consumer demand for green products and packaging





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## High & Mighty

Many products need extensive extra packaging to make it to store shelves without damage. Tin cans, on the other hand, can be stacked high without causing damage to the package or its contents. According to the Metal Packaging Manufacturers Association “strength is one of the can’s greatest assets and contributes greatly to its sustainability credentials”. Cans reduce the need for secondary packaging that could end up in landfills. Storage efficiency can be improved and transportation costs can be reduced.

# Outer Beauty, Inner Strength

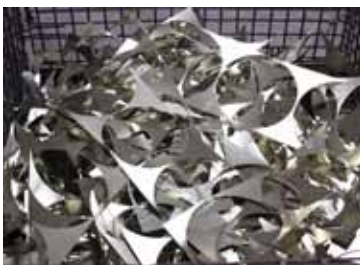
## Infinite recyclability creates a lasting impression



The retail market has become more and more competitive. Consumers are demanding that packaging be more than just a pretty face—not only must it protect its contents, be tamper evident, convenient and convey personality but it must also be

durable, sustainable and not drain environmental resources. Tin packaging fulfills all of these requirements and more. Cans are a creative and attractive way to boost a brand while improving environmental credentials. “By choosing this recyclable and reusable form of packaging you are telling consumers that your product is not only unique and high quality, but that your company cares about environmental and sustainability issues, enhancing the brands image for

years to come”, says Zenja Dominick, author of “Tin Packaging: Sustainable Branding”. Paper, plastic and glass can only be recycled a few times whereas metal containers can be recycled infinitely for multiple uses. Tins also become cherished keepsakes that aren’t thrown away keeping your brand alive across generations.



Scrap metal is collected for recycling at Allstate Can’s manufacturing facilities

## Allstate Can Corporation Recycles

Allstate Can strives to maximize its use of renewable and recycled source materials. All of our scrap metal is collected and reclaimed. We are proud to be associated with an industry dedicated to sustainability. We source tin that contains approximately 50% post-consumer recycled content.

Consumers consider a product and its packaging with concern for whether it can be reused or recycled and whether it’s made from recycled materials. Allstate’s tins provide your customer assurance that they are able to extend the package’s use, recycle and divert it from the landfill.



### Information compiled from the following resources:

- [www.americanrecycler.com](http://www.americanrecycler.com)
- [www.empac.eu](http://www.empac.eu)
- [www.recycle-steel.org](http://www.recycle-steel.org)
- [www.steel.org](http://www.steel.org)
- [www.sustainablepackaging.org](http://www.sustainablepackaging.org)
- [www.mpma.org.uk](http://www.mpma.org.uk)
- [www.cancentral.com](http://www.cancentral.com)