

## Press release

# Aluminium industry reinforces commitment to sustainable packaging in Europe

**Helsinki, 11 September 2014:** At its annual Packaging Seminar held today in Helsinki, the European Aluminium Association (EAA) reaffirmed its commitment to sustainable packaging in Europe with the launch of its new brochure, *“Aluminium packaging: convenient, safe and infinitely recyclable”*.

*“While the EU Commission recently adopted a Circular economy package, featuring new recycling definitions, calculation methods and targets, EAA’s annual packaging seminar - gathering today in Helsinki - puts the focus on best practices across Europe to optimize recycling processes and technologies. Our new brochure launched on this occasion gives a concrete overview of the aluminium industry’s vision for more sustainable packaging in Europe. As a sector, aluminium already achieves almost 60% recycling for all aluminium packaging and even 68% for beverage cans. Moreover, our ambition is to increase these figures, particularly in view of the ambitious recycling targets recently proposed by the European authorities”* said Laurent Musy, chair of EAA’s Packaging group.

*“However, we are also counting on our partners in the waste management chain to address the need for better collection and sorting of the highly valuable aluminium fraction. Producer Responsibility Systems must be improved, with Member States given the necessary time and resources to invest in their existing waste recovery infrastructure”,* concluded Musy.

The aluminium industry is a leading sector in recycling and resource efficiency. In addition to being endlessly recyclable without any loss of quality, the production of aluminium from recycled scrap also saves 95% energy when compared with primary production.

[Download EAA’s packaging brochure here.](#)

For more information on EAA’s position, please read the European Aluminium Association’s [position paper](#) on the EU Circular economy and waste targets review.

### **About the European Aluminium Association:**

The European Aluminium Association, founded in 1981, represents the whole value chain of the aluminium industry in Europe, from alumina and primary production to semi-finished, end-use products and recycling. The European aluminium industry directly employs about 255,000 people and yields an annual turnover of 36.8 billion €. *For information, please visit [www.alueurope.eu](http://www.alueurope.eu)*

### **For further information, please contact:**

Erich Cuaz, Public Affairs and Communication Director  
Tel +32 (0)2 775 63 59, Email [cuaz@eaa.be](mailto:cuaz@eaa.be)