

The Circular Economy of the Beverage Can

Metal packaging truly embodies sustainability, as it is made from permanent materials, defined as materials whose inherent properties do not change during use and despite repeated recycling into new products. Once metal enters the material-to-material loop, it will remain available for future generations, demonstrating a prime example of the circular economy at work.



Learn more
at crowncork.com/beverage-packaging

¹ The Aluminum Association - <http://www.aluminum.org/aluminum-advantage/economic-impact-aluminum>
² The Aluminum Association - <http://www.aluminum.org/product-markets/aluminum-cans>
³ The Aluminum Association - <http://www.aluminum.org/most-recycled-drinks-package-world>
⁴ <http://www.cancentral.com/media/news/cans-are-most-recycled-drinks-package-world>