

FOR IMMEDIATE RELEASE

Empac launches first interactive environmental scorecard

European metal packaging industry moves to further improve its record 71% recycling rate

Brussels, 26 July 2010 - European Metal Packaging (Empac), the association bringing together European producers of rigid metal packaging, today announced the launch of an interactive scorecard which calculates the carbon footprint of its members' metal packaging products.

The scorecard underlines Empac's commitment to build upon metal packaging's record recycling rate of 71% in 2008 (source: APEAL) and aims to give consistent answers to questions raised by customers, retailers and regulators regarding the environmental impact of metal packaging.

Designed to provide estimates of CO₂ eq. levels for different cans with different recycling rates, weights and transport distances, the scorecard is a tailor made tool developed especially for Empac. Using a life cycle analysis approach, the interactive scorecard tracks carbon emissions throughout the entire production process of the metal can, from the mining of raw materials through to the manufacture of cans and their delivery to customers.

The interactive element of the tool allows for measurements of carbon data from transport, recycling and lightweighting processes to determine levels of CO₂ eq. emissions. The scorecard will be updated at regular intervals in order to provide the industry with an accurate picture of metal packaging's carbon footprint and the progress it is making to further minimise emissions.

"This is a groundbreaking instrument for the industry which will assist all our members and provide a solid basis for the metal packaging sector to interact with stakeholders. The scorecard is part of our commitment to address regulators' requirements by providing fact-based and unambiguous information on our industry. Metal packaging has strong sustainability credentials and we are constantly looking at how we can improve this position and reduce the carbon footprint of metal cans even further." commented Gordon Shade, Empac CEO.

The data collection and software development was undertaken by the Netherlands Organisation for Applied Scientific Research (TNO), a leading consultancy for environmental matters. The study was

also subject to a peer review completed by RDC Environment to ensure conformity with the applicable ISO standards. Further information on the scorecard will be available to relevant stakeholders such as customers and retailers through the individual member companies of Empac.

Empac is tasked with defending and promoting the rigid metal packaging industry in Europe by communicating on the sustainability and the many unique advantages of metal packaging. The organisation provides information and support to its members and regulatory bodies in the European Union and disseminates best manufacturing practice and guidelines through technical committees comprising acknowledged experts in their field.

Empac recently announced the launch of a pan-European contest among students in metallurgy, packaging design and engineering to create new innovations to further improve the sustainability of metal packaging. More information on the competition, *The Next 200 Years*, can be found on the Empac website: www.empac.eu.

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Notes to editors

About Empac

Empac brings together producers of rigid metal packaging and their national associations to defend the interests and promote the benefits of metal packaging in Europe. From food cans to aerosols, beer kegs to paint tins, the industry takes into account about 200 plants and more than 50,000 people who produce approximately 70 billion units a year, representing up to a fifth of Europe's packaging industry.