

How to improve the recyclability of metal cans

Can
Do: Light weighting.
Don't: Packaging that underperforms, so the product is lost.

Material
Do: minimize non-steel elements that are not detachable from the metal packaging.



Labels, sleeves and tamper evidence
Preferred: Paper labels

Secondary package

Do: Fit for purpose, if the can is redesigned, check if the box needs an update too.