

Aluminum Packaging - Multi-tasking and Resource Conservation

Spotlight on underestimated importance of packaging on Packaging Day in Germany

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Packaging as multi-tasking champions

We come into contact with packaging every day in a wide variety of ways, and yet it is probably one of the least noticed and most underestimated items in daily life among consumers.

Packaging Day, which takes place in Germany on 9th June 2022, is a good opportunity to draw attention to this disparity. After all, it is packaging that ensures a smooth supply of essential food, safe pharmaceuticals and reliable cosmetics and household products to the population, for example. In this respect, packaging is a true multi-tasking champion. They not only provide optimum product protection and necessary information about the packaged product, but also contribute along the entire value chain to resource conservation and thus to greater climate protection by effectively protecting those resources that are contained in the packaged product.

Aluminum packaging for optimum product protection and sustainable resource efficiency

"In terms of product protection and resource efficiency, aluminum packaging can score points due to its convincing material properties. As a result, they offer good solutions for those who value sustainable, recyclable packaging and the avoidance of food or product losses," knows Johannes Schick, chairman of AD's Tubes, Cans and Impact Extrusions Division.

With a recycling rate of 93.5 percent, aluminum packaging is among the most recycled packaging in Germany thanks to an efficient collection, sorting and recycling infrastructure. Here, the material cycle is as good as closed and, on top of that, recycling requires only around five percent of the energy needed to produce primary aluminum. In addition, aluminum packaging, which unlike other packaging materials can be recycled almost indefinitely without any loss of quality, provides a packaging solution that allows high-quality recycling at the end of its useful life. It is no coincidence that the material value of aluminum is by far the highest of all packaging materials, which provides an additional recycling incentive. On top of that, the low weight of aluminum during transport in the supply chain increases resource efficiency, too.

Aluminum or aluminum-containing packaging also contributes to maximum resource conservation because the material - unlike other packaging materials - represents an absolute barrier and thus protects the packaged goods efficiently. An aluminum foil with a thickness of just 6 thousandths of a millimeter reliably prevents quality-reducing influences from outside such as light, gas, moisture and UV radiation. In addition, valuable, quality-preserving components of the contents cannot be lost. A perfect mechanism in both directions. This quality-preserving effect of the packaging on the packaged product is unparalleled in terms of resource efficiency and the avoidance of food waste, for example. After all, on average, only around 3.5 percent of the climate impact of a packaged food product is caused by the packaging.

Reliable companion in challenging times

"Thanks to their convincing material properties, aluminum packaging is a perfect companion in everyday life, even in challenging times, such as the Corona pandemic and the climate crisis," adds Johannes Schick. Due to their superior protective function and high-quality recyclability, they ensure both the necessary integrity, long shelf life and desired hygiene of the packaged products as well as climate-friendly resource efficiency along the entire value chain.

Packaging Day in Germany is an appropriate occasion to draw attention to these hidden champions in everyday life.

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