

**November 2012**

## **Every Second Alufoil Container is Recycled in Europe**

### *Support of national recycling systems show first results*

Recycling rates for alufoil trays and semi-rigid containers across Europe rose above 50 per cent in 2010 (2008: 45 per cent) helped by the industry's commitment to promote the benefits of resource efficient and sustainable packaging options.

Aluminium is endlessly recyclable, which saves up to 95 per cent of energy use compared with its primary production. This message is increasingly recognised by the packaging supply chain, while consumers are showing greater willingness to play their part across Europe.



Khosrow Tahmasebi, EFAA's Container Group Chairman, said: "The alufoil industry actively promotes and shares best practice to support its customers to reduce the environmental footprint of its products. Our primary objective continues to be to increase recycling rates further and in so doing making Europe a more sustainable community."

The additional financial support from EFAA container manufacturers to support national recycling initiatives through organisations such as Alupro (UK) or FAR (France Aluminium Recyclage) is now showing the first positive results in the latest recycling figures.

Recycling rates continue to vary considerably by country. But acceptance of the benefits of aluminium recycling is being underpinned by the investment from local authorities and waste management operators throughout Europe. Even in these difficult economic times they are commissioning the latest sorting and recycling technologies.

"In parallel with this latest increase in the average percentage of alufoil containers being recycled in Europe, the aluminium and semi-rigid container industry continues to invest in new technologies to further light-weight these containers thereby making them even more resource efficient," added Khosrow Tahmasebi.

- The above recycling rate is an average European rate based on national consumption and recycling data compiled by EFAA from European countries where consumption volumes and recycling rates vary considerably.
- Alufoil trays and semi-rigid containers are used in markets such as ready prepared meals, bakery products, pet foods and takeaway foods.

### **Further information:**

Guido Aufdemkamp, Director Communication

*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*