



# Make The Recycling Information On Your Aluminum Beverage Cans More Effective

## METAL RECYCLES FOREVER is more effective

- 1 Messages that emphasizes the transformational nature of the material motivates consumers to recycle to achieve this greater potential for the material<sup>1</sup>
- 2 Nearly 90% of consumers in a recent survey said they think it is important that a product is made from a material that can be recycled many times<sup>2</sup>
- 3 Aligns with the successful global use of the “Metal Recycles Forever” logo

## U.S. consumers said they preferred METAL RECYCLES FOREVER because it<sup>2</sup>:

- 1 Delivers a clear message
- 2 Indicates all metal is recyclable
- 3 Presents a visually attractive icon

## METAL RECYCLES FOREVER could increase U.S. recycling

- 1 Inspires U.S. consumers to recycle by emphasizing that aluminum is a recyclable material that can forever be transformed into new products
- 2 Gives consumers a sense of what happens to their aluminum beverage can



- ENGAGES CONSUMERS TO MEET YOUR COMPANY’S RECYCLING GOALS
- ILLUSTRATES YOUR BRAND’S COMMITMENT TO SUSTAINABILITY

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