



Metal
Packaging
Europe

Metal Recycles Forever

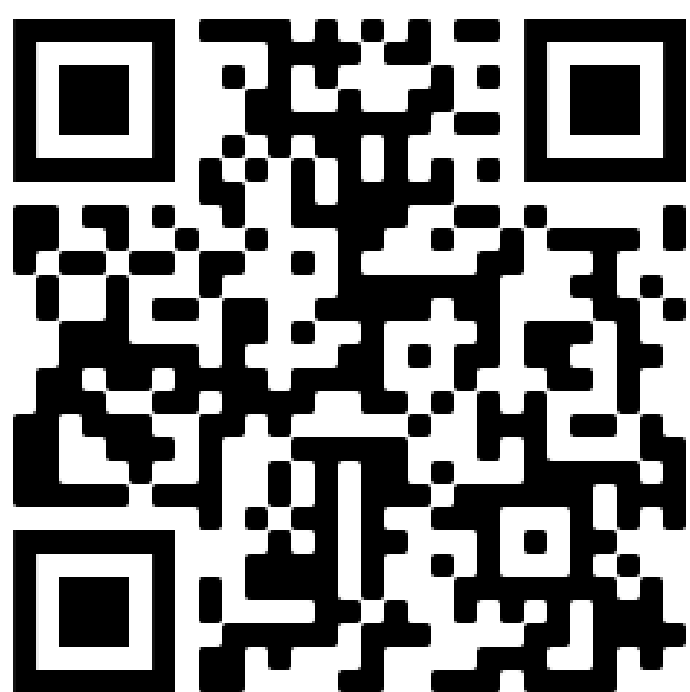
The Logo



What is it?

Launched by Metal Packaging Europe in 2014, the Metal Recycles Forever logo can be used on-pack across any rigid metal packaging format, product application and brand, to inform consumers of the positive and active role they can play in recycling.

Available in multiple languages, the logo transmits a clear and consistent message to consumers: metal can be recycled forever.



Scan to visit the Metal Recycles
Forever website

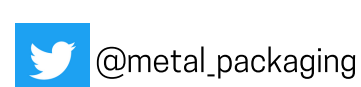
Why use it?

With increasing consumer demand for environmentally friendly products, the Metal Recycles Forever logo helps brands and retailers to engage and inform consumers clearly, accurately and consistently about the sustainability credentials of their chosen packaging.

It prompts consumers to sort and recycle their metal packaging, helping to increase recycling rates - which already stand at an impressive 82.5% for steel cans and 76.1% for beverage cans - and therefore ensure that metal packaging continues to play a key role in the circular economy.

The Metal Recycles Forever logo is freely available to brand owners and can be used on all forms of metal packaging. For more information, and to apply to use the logo, visit www.metalrecyclesforever.eu or contact info@metalpackagingeurope.org

WWW.METALPACKAGINGEUROPE.ORG



@metal_packaging



Metal Packaging Europe

Can I use the Metal Recycles Forever logo on my packaging?

	Yes	No
Are you a brand owner?	<input type="checkbox"/>	<input type="checkbox"/>
Do you package your product in rigid metal packaging?	<input type="checkbox"/>	<input type="checkbox"/>
Do you intend to use the Metal Recycles Forever logo on this packaging?	<input type="checkbox"/>	<input type="checkbox"/>
Will you use the Metal Recycles Forever logo in compliance the Licence Agreement and Guidelines?	<input type="checkbox"/>	<input type="checkbox"/>

If your answer to all of the questions above is 'yes', then you can use the Metal Recycles Forever logo on your packaging!

Go to www.metalrecyclesforever.eu and fill in the application form using the instructions on the following pages of this information pack.

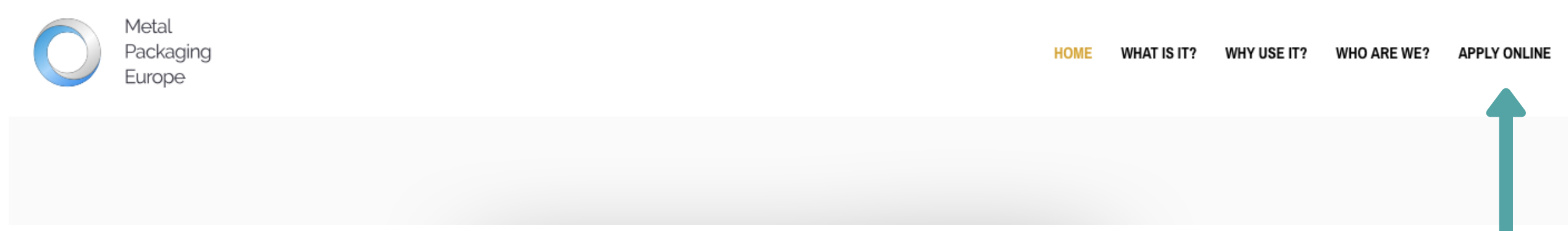
If you answered 'no' to any of the questions above, but are still interested in using the logo, or if you have any other questions, send an email to info@metalpackagingeurope.org



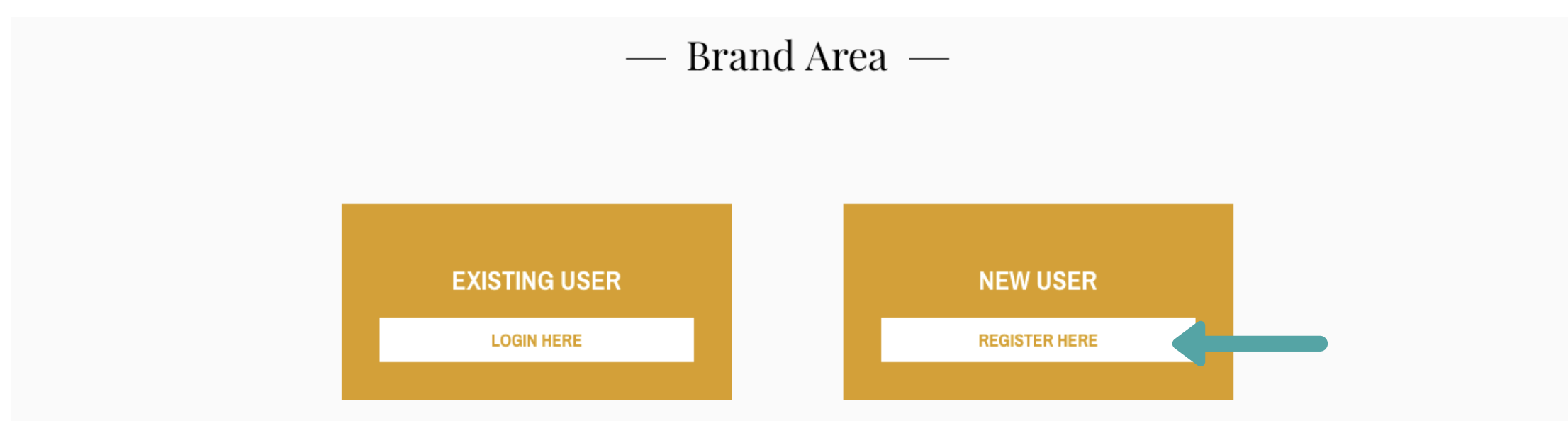
A guide to completing the online application

Interested in using the Metal Recycles Forever logo on your metal packaging?
Follow these five easy steps to complete an application

Step 1 Go to www.metalrecyclesforever.eu and click on 'Apply Online'



Step 2 In the Brand Area, click on 'Register Here' under 'New User'



Step 3 Complete the registration form

- Provide your contact details
- Provide details on intended use of the logo including:
 - A short description of your company
 - What type of packaging you plan to use the logo on
 - What product the packaging will contain
 - In which regions the product will be sold
 - Whether you also plan to use the logo off-pack
- Tell us how you learned about the Metal Recycles Forever logo

Step 4 Indicate if your packaging is supplied by an MPE Member

- If you answer 'YES', enter your User Code. This can be requested from the Member

Is your packaging supplied by an MPE Member?

Please see the list of [MPE Members](#)

YES NO

If you received a registration code from your metal packaing supplier, please enter it here

- If you answer 'NO', download and sign the Licence Agreement and email it to info@metalpackagingeurope.org

Is your packaging supplied by an MPE Member?

Please see the list of [MPE Members](#)

YES NO

Companies that would like to use the Metal Recycles Forever Mark on packaging that is not supplied by MPE members would need to agree to sign the License Agreement.

[DOWNLOAD THE LICENSE AGREEMENT](#)

Please send a signed copy of the license agreement to info@metalpackagingeurope.org Once received, we will send you your access details.

If your packaging is supplied by an MPE Member and you applied with a User Code, you should receive an immediate email notification informing you that your application has been approved.

If your packaging is not supplied by an MPE Member, send your signed Licence Agreement to info@metalpackagingeurope.org and you will receive a response to your application within 14 days.

Step 5 Complete your application

- Indicate that you have read and agree with the MPE Privacy Policy and Terms and Conditions and click 'Submit'

I acknowledge having read both the [MPE Privacy Policy](#) as well as the [Terms and Conditions](#) and agree to abide by them.

I'm not a robot 

[SUBMIT](#)

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 [@metal_packaging](https://twitter.com/metal_packaging)  [Metal Packaging Europe](https://www.linkedin.com/company/metal-packaging-europe)



Frequently Asked Questions (FAQs)

Can I use the MRF logo on any product made of metal?

No, the MRF logo can only be used on rigid metal packaging.

What should I do if I have not received confirmation of my application to use the MRF logo?

You should receive an email confirming that you have submitted your application. If you have not received an email, check your junk mail folder, in case the confirmation email has ended up there. If you are still unsure about the status of your application, you can contact MPE for information: info@metalpackagingeurope.org

How can I check the status of my application?

If your application is approved, you will receive an email confirmation. If you have not received an email confirmation, check your junk mail folder. If you are still unsure about the status of your application, you can contact MPE for information: info@metalpackagingeurope.org

If you have applied without a User Code provided by an MPE Member, please send the signed Licence Agreement to info@metalpackagingeurope.org and bear in mind that it can take up to 14 days for you to receive a response from MPE.

How much does it cost to use the logo?

The logo is free to use, but only once you have received confirmation that your application to use the logo has been approved.

How can I get access to and download the logo files?

You can download the MRF logo from the Brand Area on the application platform. Once your application to use the logo has been approved, go to <https://brand.metalrecyclesforever.eu> and use your login details, which you should receive by email, to log in as an Existing User. You will find the logo, as well as the Guidelines for use, under the Marks & Guidelines tab.





Are there any rules I must follow when using the MRF logo on my packaging?

The MRF logo can only be used on rigid metal packaging and must be used in accordance with both the rules set out in the [On-Pack](#) and [Off-Pack Guidelines](#) and the terms and conditions set out in the Licence Agreement.

Can I use the MRF logo on a label, or must it be printed directly on the metal packaging?

Yes, the logo can be used on labels that are directly applied to or wrapped around cans. It cannot, however, be used on any secondary packaging made of a material that is not metal, such as cardboard boxes or cluster packs.

Do I need to send my packaging designs to Metal Packaging Europe for approval?

Any use of the logo must be in accordance with the [On-Pack](#) and [Off-Pack Guidelines](#). You are encouraged to upload your packaging designs to your account on the application platform, but this is not a requirement. If you have any queries about applying the logo to your packaging, you can contact MPE: info@metalpackagingeurope.org

Can the MRF logo be used outside the EU?

Yes. MPE has submitted trademark applications in a wide range of countries around the world. The Licence Agreement specifies in which countries these applications have been made and in which countries a trademark is already registered. While trademark applications are pending, the MRF logo can be used under copyright.

If you do not find the answer to your question here or you require further clarification on any point, contact info@metalpackagingeurope.org

