Making metal packaging easy on the eye and the environment

Many important trends are playing a role in the ongoing growth of the metal packaging market, from convenience packaging and growing environmental and health awareness among consumers, to the challenge brand owners face of meeting these expectations while increasing shelf appeal.

And this means that the whole metal packaging supply chain has a role to play - inks and coatings included.

So, what does the landscape of sustainability in metal packaging look like, and how can we help you? Take a look to find out more.

A brief backdrop to sustainability in metal packaging...



Consumers want packaging that's eco-friendly and safely preserves packaged goods

There is an increasing need for convenience packaging among consumers because of the "on the go" lifestyle



80%

Brand owners need to meet consumer expectations and increase shelf appeal

Metal packaging is the most recycled form of packaging. It's estimated that

of all metal ever produced in the world is still available for use



The inherent properties of metal do not change during use, despite repeated recycling into new products, contributing to a **Circular Economy.**

Multiple recycling:

Reduces the use of primary raw materials - Reduces energy use **Reduces greenhouse gas emissions**

Recycling one tonne of metal scrap uses less energy than making one tonne of metal from virgin raw material



Aluminium beverage cans represent the world's most recycled drinks container, and global recycling rates have now reached **75%**



Not only does metal provide solid physical protection that can be shaped in many different ways, it is also an excellent barrier against microorganisms, corrosion, moisture, air and odours

74% of the rigid aluminium

packaging used in soda cans is recycled, compared to 42% of all plastic packaging - but metal is far less used

Driving packaging manufacturers and brand owners to need inks and coatings that offer...



Biodegradability So materials can be broken down by microorganisms



Eco-efficiency

Relating to the sustainable management of materials

Biorenewability

Derived from tree, plant, insect and/or animal materials. These can include resins, gums, oils, waxes, solvents and other polymer building blocks



But while also maintaining...

- Good adhesion and a high pigment load
- Superior printability at high speeds
- Cost-effective and highly resilient inks
 - Strong chemical resistance



Reduced waste

Compostability Where that microorganism breakdown occurs within a set time and with the important parameters of water, oxygen and temperature defined

And the solutions are right here...

Inks that provide outstanding performance, superior quality, high productivity and strong chemical resistance properties **SunAltec**



Inks that can optimise metal



Alkyd-based ink systems modified

can print production with good adhesion and a high pigment load SunDuo for two-piece cans

Inks that offer low misting and good adhesion between layers and to the substrate, with superior printability at high speeds SunTrio for three-piece metal deco applications

Inks that use vegetable oil from fields certified as not replacing other pre-existing natural biodiversity

for optimum performance on new-generation product lines using today's basecoat technology MB Plus Series



A unique set of tools and services that enable consistent and accurate digital color communication throughout the entire packaging supply chain SunColorBox

Services that enable converters to create a digital proof simulating the metal decorating substrate to reduce waste by dispensing with physical aluminium wet proofs SunDigiProof

There are various definitions of a 'sustainable ink'. It could be as simple as how well the ink and materials interact with each other to synergise the printing process or, inks that improve productivity on press and reduce waste.

Whatever it means to you, we can help transform your metal packaging with a refreshingly eco-friendly approach.



https://www.smithers.com/en-gb/resources/2018/jul/sustainability-to-boost-metal-packaging-market