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**Permanent materials set to be recognised as a new resource category by European Parliament**

On the 24May 2012 the European Parliament endorsed the European Commission’s Resource Efficiency Roadmap, specifically calling for ‘permanent materials’ to be made a new resource category. This category now works alongside the existing categories of ‘renewable’ and ‘non-renewable’ resources. The vote by the European Parliament officially recognises the positive contribution which infinitely recyclable permanent materials, such as metals, can make to society.

The endorsement by the European Parliament builds on the work already undertaken by Metal Packaging Europe to bring resource efficiency to the forefront of EU Policy. Decoupling resource use from consumption is a key focus for Metal Packaging Europe, which comprises leaders from the major aluminium, steel and packaging converter companies.

Anders Linde, Secretary General for Metal Packaging Europewelcomed the endorsement:

“The vote by the European Parliament is the first step towards recognising the concept of permanent materials in EU policy. It will help create a true recycling society based on a closed material loop.”

Metal Packaging Europe also welcomed the focus, set by the European Parliament, on recyclability and the promotion of innovative collection, sorting and recycling technologies as major elements of Europe’s roadmap towards resource efficiency.

“Metals are infinitely recyclable while preserving their virgin metal qualities - they have infinite recycling possibilities and have the ability to constantly deliver new applications in a permanent material loop without depleting the earth’s resources,” Linde added.

Concurrently the ‘permanent materials’ concept has officially been defined by British Standards as “materials for which efforts are made to retain for use in society the energy and raw materials invested in their production at the end of the product life, either through reuse or recycling, with no loss of quality no matter how many times the material is recycled.”

**ENDS**

**For more information contact:**

Isabel Soper
Madano Partnership
0207 593 4000

isabel.soper@madano.com

OR

Zack King

Madano Partnership

0207 539 4000

Zack.king@madano.com

**Note to editors:**

Metal Packaging Europe represents the united interests of producers and suppliers of rigid metal packaging across Europe. Bringing together European and national industry associations, Metal Packaging Europe is the voice for the industry ensuring the benefits of metal packaging are understood and promoted. At the beginning of this year Metal Packaging Europe has launched its European Manifesto with concrete commitments regarding recycling (at least 80% by the year 2020) and a total ban of metals going to landfill.