

ACOR Recycling Guide for Fillers Marketing in Steel Cans

Presented by the Steel Can Recycling Council (SCRC)



Today we will cover

- What is packaged in steel
- Key issues and challenges
- Importance of the guide
- What this means to you



Fact file

- Steel packaging is 100% recyclable
- In 1990 the recycling rate for steel was 0%, it is now over 56%
- BlueScope Steel alone uses more than 1 million tonnes of recycled steel every year
- Over 94% of the population has access to kerbside steel can recycling programs
- 82% of the population are aware of the recyclability of steel packaging



SCRC Priorities 2006/07

- Consumer communications
- Industry awareness and education
- Local Government partnerships
- Continued logo promotion
- Increase knowledge and data



Consumer Communications

- Newsletters, website, PR and collateral provision
- Targeted events such as the Coles campaign:
 - Sponsored by SPC Ardmona, Edgell and BlueScope Steel
 - Nationwide campaign (in-store materials and shopping centre activities)
 - In-store materials included: shelf-talkers, register pennants, screen savers, staff name badges, window posters and in-store radio
 - Awareness of steel can recycling increased by 5% over the period
 - Highlighted through Coles Catalogue – 6 million copies printed each week

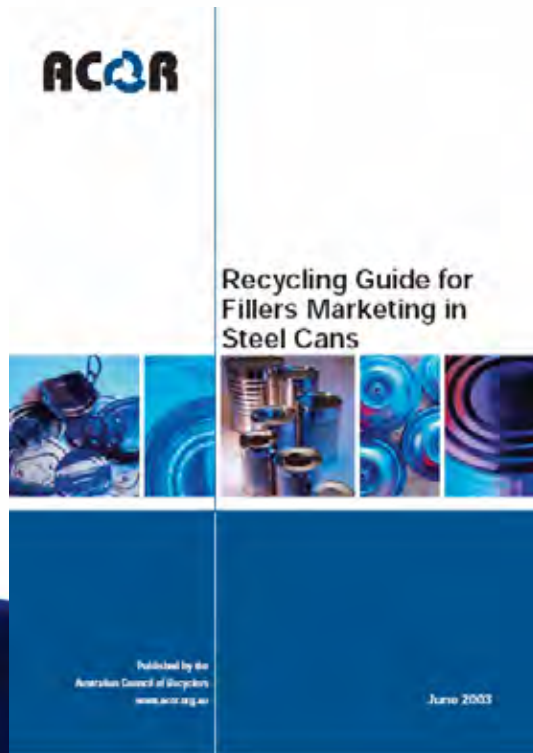




ACOR Recycling Guides



Recycling Guide for Fillers



- Steel does not have specific requirements based on type, coatings or end use.
- Labelling consistency and use of the steel recycling logo is the most critical aspect.
- This guide focuses on appropriate logo use for packaging solutions.
- SCRC continues to encourage the use of a consistent logo on ALL steel packaging.



Logo Facts

- Logo research indicated that consistent usage across products is still an issue
- Many brand owners are doing a great job, but there is still room for improvement
- Trend to imported products will now further confuse the consumer
- Research indicates that 57% of consumers get their recycling information from the label



Edgell

CREAMED CORN

Great on Toast

20g NET



No Artificial Colours
No Artificial Flavours
Source of Fibre

Edgell

Try these ideas

- Add to Asian noodle dishes for a delicious corn flavour.
- Serve over toast or English muffins with melted cheese for a tasty snack idea.
- Simply spoon over baked potatoes and garnish with light sour cream and fresh parsley.
- Stir into muffins for a great savoury taste.



FREE Recipes

www.simplygreatmeals.com.au



Enquiries? Freecall:

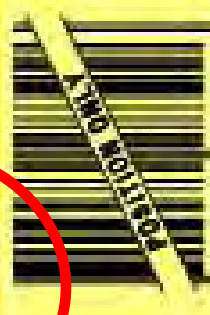
1800 061 279 (AU)

0800 730 732 (NZ)

REFRIGERATE
AFTER OPENING



PROOF OF PURCHASE



NUTRITION INFORMATION

SERVINGS PER PACKAGE:
SERVING SIZE:

	PER SERVING*	PER 100g
ENERGY	536kJ 128Cal	4296 1026
PROTEIN	2.9g	2.3g
FAT-TOTAL	1.1g	0.9g
-SATURATED	0.0g	0.0g
CARBOHYDRATE		
-TOTAL	25.3g	20.2
-SUGARS	0.8g	0.6g
DIETARY FIBRE	2.0g	1.6g
SODIUM	363mg	290

*AVERAGE QUANTITY

INGREDIENTS

SWEET CORN (58%), WATER, SALT, THICKENER (1.422), SALT.

MADE IN

AUSTRALIA

FROM LOCAL INGREDIENTS.
PROUDLY PACKED IN BATHURST, NSW

SMPLT AUSTRALIA PTY LIMITED
1279 NEPEAN HIGHWAY, CHELTENHAM,
VICTORIA, 3190, AUSTRALIA, EST. NO. 315
*TRADEMARK USED UNDER LICENSE.

Key Elements



- The inherent characteristics of steel make it easy to separate and recycle.
- Many scrap users do not require strict adherence to the specification.
- BlueScope Steel's exit from tinplate manufacturing in Australia is not expected to impact the industry

Most important components are:

- Free from dangerous material
- Free from contamination
- Myths around the removal of labels, washing of steel cans, etc still exist.



Benefit to you.....the industry

The ACOR guides ensures the industry has:

- Tested knowledge regarding labelling
- Consistent message
- Shared and agreed specification for the processing
- Latest information available

Delivers one best way to the industry.....



Acknowledgments

The ACOR guides could not have been brought to you without the input of:

- BlueScope Steel
- Steel Can Recycling Council
- Canmakers Institute of Australia
- Canned Food Industry Association
- Aerosol Association of Australia



Thank you.....

