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Facts about a fantastic material

The
Wonderful
World
of
Metal Packaging

Verband
Metallverpackungen 

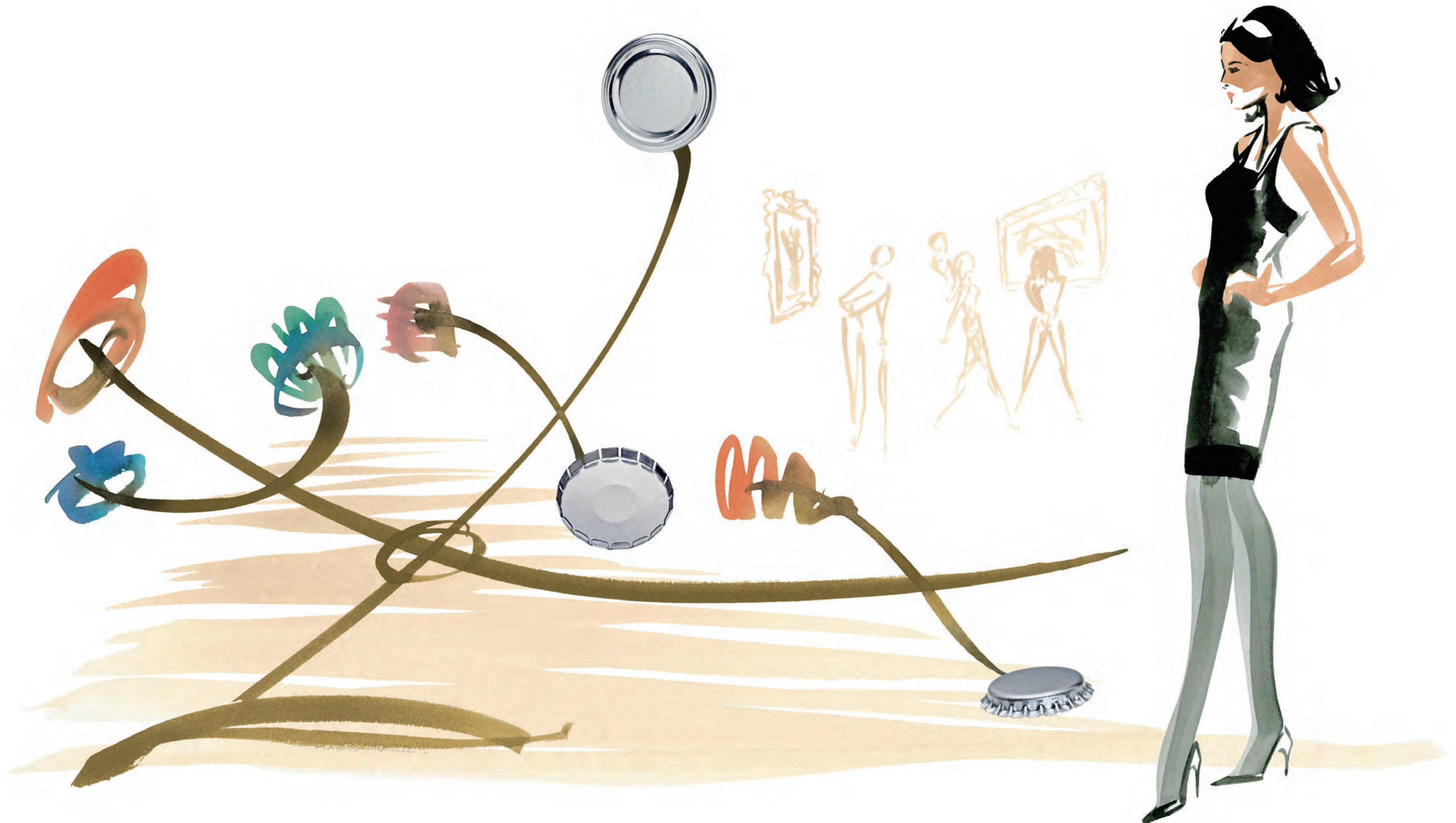
Metal packaging protects our ecosystem in a methodical way

Metal packaging is good for the environment because it is 100% recyclable and can be reused again and again without any quality loss. What is more, it is easy on natural resources, saves energy, reduces CO₂ emissions and in doing so constitutes a first-class basis for a systematic protection of nature.



Metal packaging lets us rediscover the world time and time again

Packaging made from metal not only tempts our curiosity but stimulates our inventiveness. It also offers infinite potential to surprise the consumer emotionally – for example by creating an upmarket first impression or by staging your product in a unique way.



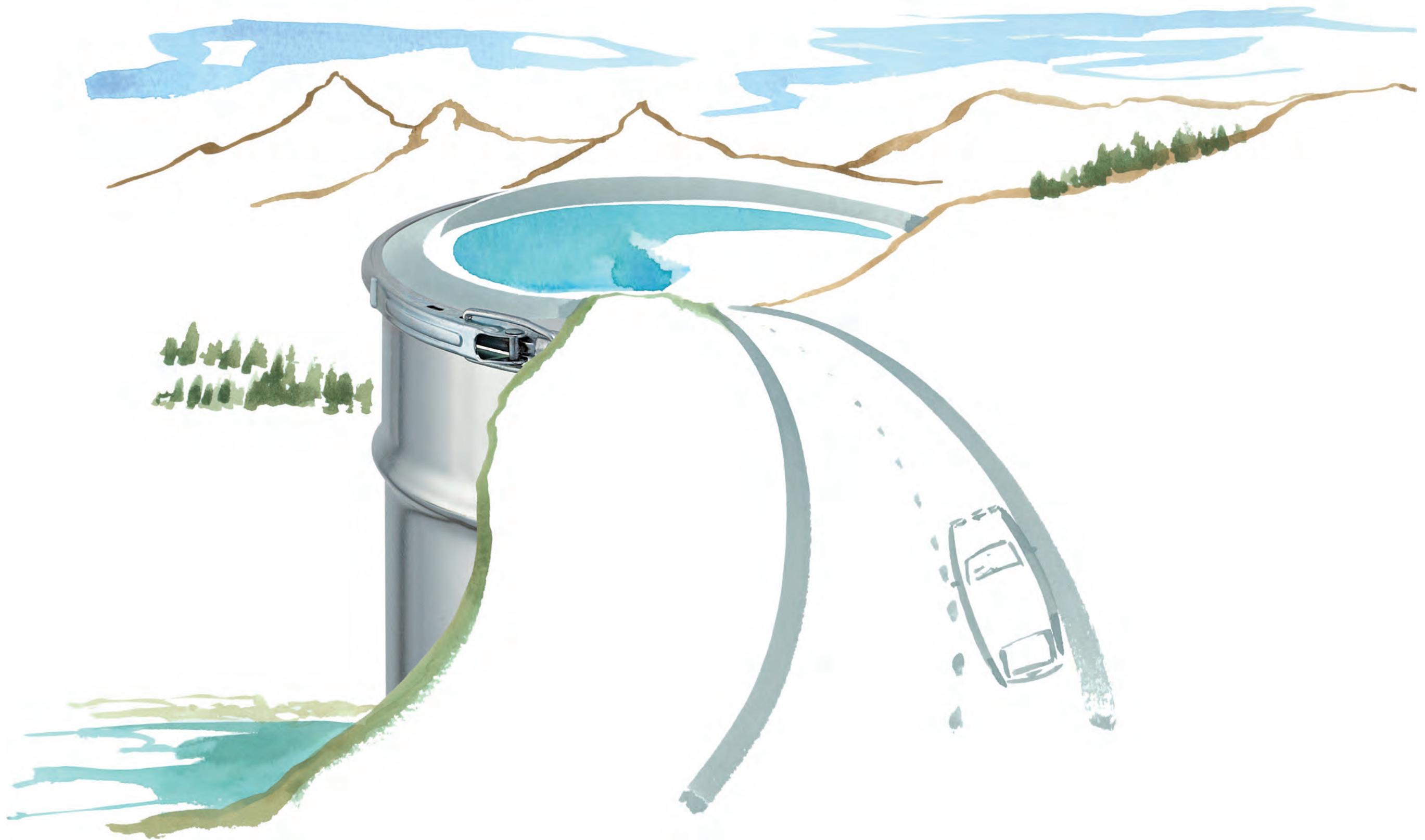
Metal packaging turns a meal into a feast in next to no time

These days preparing meals means 'light', 'healthy' and 'quick' – using canned foodstuffs that are carefully processed, rich in precious vitamins and can be prepared in a flash. This way cooking becomes a pleasure.



Metal packaging protects everything important

If one wants to play it safe, for example, when it comes to storing and transporting hazardous goods, then metal packaging is the solution. There is no spillage into the environment and sensitive goods are reliably protected from harmful external impacts – if necessary over the long term.

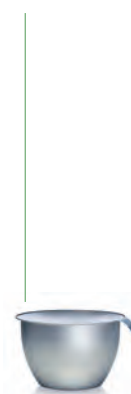


Fill the metal packaging with something unique: your ideas

aluminium closure
crown cap
vacuum closure



food bowl
(two-part)



food can
(three-part)



aerosol can



paint can



canister



hobcock



steel drum



stainless steel container



Whatever your plans are for the future: metal offers the optimal packaging solution for your product. Regardless whether your unit volume is 50 millilitres or 2,000 litres, metal packaging manufacturers will make the perfect fit.

In addition to this, packaging made from metal offers an amazingly diverse range of shapes and sizes – round or square, conical or cylindrical in form. And to cater for individual needs, a multitude of designs can be manufactured to customer requirements.

In contrast to other packaging materials, the use of metal packaging is not limited to certain product groups. Be it delicatessen or dangerous goods, cosmetics or cat food, jewellery or jams, varnishes or vegetables: the application spectrum metal

packaging offers is highly diverse because it is suitable for the entire range of industrial and consumer goods. And this is why metal packaging is to be found everywhere in daily life.

Use metal packaging for something exceptional: your product

Metal packaging upgrades your ideas

The use of metal packaging and closures delivers a strong performance to your products at the point-of-sale. The large scope of design options enables better differentiation, greater awareness and improved recognition which in turn promotes sales.

With its innovations, the metal packing industry is focusing on new convenience trends. **Developments such as microwaveable metal bowls or enhanced opening options, for example, offer new and additional benefits to customers on a regular basis.**

Metal packaging means safety

Products are packaged because they require best possible protection. **Metal assures this in a way no other material does, making sure extreme temperatures, moisture and light have no chance to affect the product.** Likewise dirt, parasites and bacteria are reliably kept out. Metal packaging also shows its strengths when it comes to hazardous goods – simply because human beings and the environment can safely rely on the unbreakability and impact resistance of metal.

Metal packaging helps create greater sustainability for your company

Metal packaging and closures can be reprocessed time and again without any loss of quality. 92.5% of packaging steel in Germany is recycled making it the most recycled packaging material of all.

The resulting benefits are immense. Natural resources are saved for future generations. At the same time the CO₂ emissions produced during the manufacturing of such packaging are substantially decreased.

When it comes to steel, using one ton of recycled scrap metal for new steel saves 1.5 tons of iron ore and half a ton of coal. Other advantages include a 40% decrease in water consumption, a 75% reduction in energy and 80% less CO₂ emissions. As a result, metal packaging creates sustainability – also for your company's environmental record.

Boundless possibilities

There are numerous possibilities to give your product a modern touch by using printing or various embossing techniques or even creating sophisticated shaping. It is no coincidence that the luxury goods industry successfully commissions the use of metal packaging for perfumes, champagne and high-priced confectionary.



Association of Metal Packaging Producers: Innovative solutions for a globalised economy

Strong voice, strong industry

The VMV is an influential voice for metal packaging and closures manufacturers in Germany. We represent the interests of around 55 member companies with more than 11,000 employees, who generate a domestic turnover of EUR 1.7 billion.

Keeping interests, charging ideas

The VMV sees itself as a mediator between its member companies, representing interests in economic, technical and eco-political matters. Taking a clear stance and using influential associates, we see to it that the metal packaging is kept alive in the minds of heads of industry, the trade and the consumers themselves.

Socialising and strengthening

Our members benefit from a comprehensive network, enabling the VMV to represent its members in all the important German, European and International trade associations. The VMV is also listened to by federal advisory bodies –

in topics like hazardous goods and 'food contact materials'.

Boosting and bunching know-how

We promote an exchange of knowledge between our members. Workshops, advice and work groups convey and broaden know-how. With the support of market analyses and statistics, we are up-to-date about future and industry trends. Via our full subsidiary Metal Packaging Promotion (FGM mbH) we also include the supply industry.

VMV members know more – thanks to our newsletter 'VMV im Monat', the specialist journal 'pack metall!' and the website www.metallverpackungen.de.

Coming full circle with us

The VMV actively takes up challenges dealing with environmental and recycling issues. As co-operator of KBS GmbH (service provider for recycling sheet metal and steel), we organize the recovery of steel packaging products from industry and households through companies we liaise with.

Best connections: the VMV at national and international levels

Bundesanstalt für Materialforschung und -prüfung (**BAM**) Gemeinschaftsausschuss Deutscher VerpackungsHersteller (**GADV**) Arbeitsgemeinschaft Verpackung + Umwelt e. V. (**AGVU**) Bund für Lebensmittelrecht und Lebensmittelkunde e. V. (**BLL**) Industrievereinigung für Lebensmitteltechnologie und Verpackung e. V. (**IVLV**) Kreislaufsystem Blechverpackungen Stahl GmbH (**KBS**) Fördergesellschaft Metallverpackungen mbH (**FGM**) Normenausschuss Verpackungswesen im DIN (**NAVp**) Europäischer Verband der Hersteller von leichten Metallverpackungen (**EMPAC**) Europäisches Sekretariat der Hersteller von Stahlfässern (**SEFA**) European Industrial Packaging Association (**EIPA**) International Confederation of Drum Manufacturers (**ICDM**) Internationales Zentrum für Abfüll- und Verpackungstechnik (**CETIE**) UN-Expertenkommission Transport gefährlicher Güter (**UNSC-TDG**) Industry Dangerous Goods Alliance (**INDA**)

