



**FOR IMMEDIATE RELEASE**

## **Empac appoints new board member, expands base AGM highlights push towards greater sustainability**

**Brussels, 11 June 2010** -- European Metal Packaging (Empac) is pleased to announce the appointment of ColepCCL and its representative, ColepCCL Packaging Division Managing Director Francisco Rodrigues to the Empac Board of Directors. ColepCCL is a leading European contract manufacturer of aerosol and liquid products in personal care, beauty, healthcare and homecare markets, and a leading supplier of packaging solutions. The appointment was confirmed at the Empac Annual General Meeting in Copenhagen last week.

Empac also confirmed a record-breaking number of new associate members at the AGM, expanding its geographic and sector reach. New members include Hungarian Metalpackaging Non-Profit LLC, CEPE (Conseil Européen de l'industrie des Peintures, des Encres d'imprimerie et des couleurs d'art) and SEFA (Syndicat Européen de l'industrie des Fûts en Acier).

At the AGM, more than 80 representatives from the metal packaging industry around Europe met to discuss new initiatives designed to accelerate the advancement of sustainability in the industry.

"We are particularly pleased with the rapid growth and activity within our organisation and that it's happening in 2010, the 200<sup>th</sup> anniversary of the invention of food sterilisation in metal cans," said Gordon Shade, CEO Empac. "It's an exciting time to be a part of the industry that is doing ever more to reduce the environmental impact of packaging for consumers and businesses across Europe. Today metal is one of the most modern packaging materials and perfect for our 21<sup>st</sup> century living style with its unique qualities.", he added

Metal packaging preserves and protects the nutritious value of fresh food while helping to prevent food wastage. In 2008, a record 70 percent of steel cans in the European Union were recycled while metal packaging accounts for only an estimated 0.5% percent of household waste. More than 90 percent of metal packaging in Germany, the Netherlands and Belgium is recycled, while more than 80 percent is in Switzerland and Austria.

Empac recently announced the launch of a pan-European contest among students in metallurgy, packaging design and engineering to create new innovations to further improve the sustainability of metal packaging. More information on the competition, *The Next 200 Years*, can be found on the Empac website: [www.empac.eu](http://www.empac.eu).

--- ends ---

For further information about Empac, please contact:

Lisa Michelle Sørensen

CitySavvy: +31 20 794 4737

Email: [empac@citysavvy.com](mailto:empac@citysavvy.com)



Follow us on Twitter:

MetalPackaging

<https://twitter.com/metalpackaging>



Join the Facebook Fan Page:

[Metal Packaging – the Next 200 Years](#)

## Notes to editors

### About Empac

Empac brings together producers of rigid metal packaging and their national associations to defend the interests and promote the benefits of metal packaging in Europe. From food cans to aerosols, beer kegs to paint tins, the industry takes into account about 200 plants and more than 50,000 people who produce approximately 70 billion units a year, representing up to a fifth of Europe's packaging industry by turnover.