

AEROSOLS GET BEHIND NEW RECYCLING LOGO

Local aerosol fillers have been quick to embrace the new steel recycling logo launched last year.

According to Aerosol Association Executive Director Philip Fleming, over seventy percent of local aerosols are made of steel and the sector is keen to ensure consumers are aware that these can be recycled indefinitely.

“Over 260 Councils around Australia, covering 75 percent of the population, accept empty aerosols in their kerbside recycling service.”

“Research shows that the first place that consumers look for advice on the recyclability of products is the packaging.”

“This is why we were so keen to get in behind the Steel Can Recycling Council and their re-vamped logo”, Fleming notes.

The Association was a founding member of the Council, helping fund its public education campaigns and its work with local councils around the country.

One of the first aerosols to use the logo is the new “Viva” aerosol olive oil spray.

Operations Manager at Origin Olives Australasia, Neil Young, says the company takes its environmental responsibilities seriously and is keen to ensure that product packaging and labelling reflects this commitment.

“Putting the ‘Recyclable Steel’ logo on our products seemed the logical and obvious way to help consumers ‘close the loop’ and recycle their empty aerosols’, Young notes.

Noel Rowsell, National Sales Manager at leading Sydney contract packer Multi-fill, who fill the “Viva” product, says that they are encouraging all customers to use the new recycling logo.

“Since the products have started appearing with the logo we have had many consumers expressing surprise and pleasure at the fact that they can recycle their empty aerosols. It’s been a very positive experience for us.”

For more information on the ‘Recyclable Steel’ logo call the cansmart[®] hotline on 1800 022 522 or download a copy from www.cansmart.org.
