

New study finds drinks cans are the most environmentally efficient packaging transported through the supply chain

Findings show that using metal packaging in the beer market offers significant cost and CO₂ reductions

London, 9th June 2010 – Can Makers, the body representing the UK manufacturers of beer and carbonated soft drinks cans, has today announced the results of a study conducted by Incept* to understand the impact of packaging choices on both cost and CO₂ emissions in the take home beer supply chain. The study, which found that tangible cost and CO₂ savings can be made when transporting beer multipacks through the supply chain compared to equivalent packs of glass bottles, comes at a time when fillers, retailers and consumers alike seek to address the cost and environmental impact of their packaging choices

The year-long research, carried out with a UK top five Multiple Retailer on a model reflecting their end-to-end supply chain, found the following cost and CO₂ benefits became evident:

Product Savings**	Cost	CO₂
4 pack 440ml cans vs glass 6 x 330ml	4.9 pence	10.0 grammes
4 pack 440ml cans vs glass 6 x 275ml	5.6 pence	6.4 grammes
15 x 440ml cans vs glass 18x275 ml	7.16 pence	14 grammes

Commenting on the research findings, Nick Gazzard, principal of Incept and leader of the CILT Sustainable Transport Strategy Group, said: "The potential CO₂ and cost reductions identified in the study are significant at an industry level, can be achieved with standard can packaging and offer additional future opportunities as other initiatives such as lightweighting begin to offer diminishing returns."

"The study clearly reveals that tangible cost and CO₂ savings can be achieved when transporting beer multipacks through the supply chain, compared to equivalent packs of glass bottles."

Potential market benefits of moving a percentage of take home beer packs from glass bottles to cans

Potential savings	Total cost savings (1)	Tonnes of CO₂
Total potential 50% volume switch	£17,612,553	3,032
Total potential 10% volume switch	£3,522,511	606



Equivalent cars removed at 50% volume switch 815

Equivalent cars removed at 10% volume switch 163

Average car emissions for 12,000 miles = 3.72 tonnes per annum (2)

- (1) Cost savings based on whole supply chain; transport savings based on CO2
- (2) Based on an average of small and large car emitting 20.5 and 41.4 Kg's per 100 miles Ex Act on CO2 website

Vince Major, chairman at Can Makers, added: "Current economic conditions and ongoing environmental concerns over transport emissions are driving a focus on reducing both costs and CO2 in the supply chain. The advantages we've seen come out from this research are due to the considerable weight and cube efficiency of drinks cans compared with taller glass bottles."

*Incept are an independent consulting and research company www.inceptresearch.co.uk

**Both the cost and CO2 savings are from the average per litre for comparable products

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UK Can Makers

Members of The Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar organisations in France, Germany and Spain.