

Media Release

Thun, February 25th, 2020

At Interpack, Hoffmann to Introduce RecyCan® Recycled Steel-based Tinsplate Packaging

Ideal for various premium organic and specialty products, latest member of Hoffmann's EcoDesign portfolio comprises 100% recycled steel, aligning with circular economy sustainability.

Thun, Switzerland – **Hoffmann**, a global provider of high-quality packaging for a broad array of industries and applications, will introduce a new line of tinsplate cans comprised of 100% recycled steel at the **Interpack**, May 7 to 13, 2020 in Düsseldorf, Germany. Made possible by collecting separated consumer packaging steel from standard household recycling, the company's groundbreaking **RecyCan®** portfolio essentially closes the loop on sustainability through packaging that is not only completely recycled but also perpetually recyclable.

All tinsplate cans contain some recycled steel. At the inception of the RecyCan process, typical household steel like used cans, closures and crown corks are collected for recycling. After steel elements are separated from aluminum and plastic packaging via magnet, they are shredded and detinned before being pressed into cubes. They are then melted down to raw steel and cast into slabs. The slabs are hot-rolled, cold-rolled and tin-plated to produce packaging steel, which can be printed and formed into fresh new tinsplate packaging cans.

Ideal as packaging for a variety of premium organic and specialty products including organic infant nutrition, coffee, tea, dry or pasty cosmetics and tooth powder, Hoffmann's RecyCan® tins are available as three-piece, two-piece or deep-draw cans that provide ample protection against light, air/oxygen and moisture. In addition to being fully recycled and recyclable, the fully circular packaging solutions offer a host of other eco-friendly benefits, including the savings of raw materials.

"In Europe, North America and other major markets, metal tins are synonymous with sustainability as they are recycled in well-established recycling streams," said Mark Aegler, CEO of Hoffmann Neopac AG "The RecyCan® line of products takes eco-consciousness to the next level by achieving full circularity – completely recycled products that can continue to be recycled. And of course, these environmental benefits are achieved without sacrificing product protection or branding aesthetics."

###

Hoffmann Neopac AG

Hoffmann Neopac is a private company based in Thun, Switzerland. The group produces high-quality metal and plastic packaging at six locations: HOFFMANN cans in Thun and now in the Netherlands; Polyfoil® and plastic tubes at NEOPAC in Switzerland, Hungary and the USA as well as at 3D Neopac in India. Its long-standing customers include internationally active pharmaceutical, cosmetics and consumer goods manufacturers in the European, North American and Asian markets.

In total, Neopac employs around 1,350 people, of which 520 in Switzerland, and has a capacity of 1.3 billion tubes and 300 million cans. The company attaches great importance to the sustainability of its manufacturing processes and organizational culture and offers a particularly environmentally conscious packaging portfolio.

Company Website: www.hoffmann.ch

Media contact

Cornelia Schmid | cornelia.schmid@neopac.com | T: +41 31 770 12 40