

Toolkit

The beverage can turns 90

To celebrate the 90th anniversary of the beverage can, Metal Packaging Netherlands is launching a communication toolkit. This toolkit is filled with various materials you can use to join us in celebrating this special milestone and to highlight the strong qualities of the beverage can.

What's inside?

- Social media posts
- Posters
- Message for intranet/Teams

With these materials, we are happy to help you celebrate the beverage can in an inspiring and visible way.

Social media posts

1. The can remains... recycling champion

The beverage can turns 90! 🎉 What once began as an innovative packaging for beer has now become a staple in our daily lives. From the invention of the pull tab to innovative printing techniques/pressure techniques, and the introduction of deposit return, the beverage can has continuously evolved over the years.

What makes the beverage can so special? Cans can be recycled endlessly without losing quality. This makes them the absolute *recycling champion*. The material can be reused over and over again, which means the beverage can fits perfectly into a circular economy.

Did you know that 80% of all metal ever produced worldwide is still in use today?

Together, we celebrate 90 years of the beverage can. Cans carry on!
Learn more about the beverage can: www.metalenverpakkingen.nl (Dutch only)

#90yearsofbeveragecans #thecanremains #metalphysic

2. The can remains... a valuable material

The beverage can turns 90! 🎉 What once began as an innovative packaging for beer has now become a staple in our daily lives. From the invention of the pull tab to innovative printing techniques/pressure techniques, the beverage can has continuously evolved over the years.



Metalen Verpakkingen
Nederland
Metal Packaging Europe



What makes the beverage can so special? Cans have value! Since the introduction of a deposit system on beverage cans in 2023, it has become increasingly easy to collect and recycle them. This not only creates a cleaner environment but also contributes to higher-quality recycled materials, which can be used to produce new cans again.

Did you know that in the Netherlands, 84% of all cans are already collected for recycling?

Together, we celebrate 90 years of the beverage can. Cans carry on!
Learn more about the beverage can: www.metalenverpakkingen.nl (Dutch only)

#90yearsofbeveragecans #thecanremains #metalpackaging

3. The can remains... ultra-light, ultra-strong

The beverage can turns 90! 🎉 What once began as an innovative packaging for beer has now become a staple in our daily lives. From the invention of the pull tab to innovative printing techniques/pressure techniques, and the introduction of deposit return, the beverage can has continuously evolved over the years.

What makes the beverage can so special? Cans are ultra-light and yet ultra-strong! Throughout the years, the beverage can has been optimised to a minimal weight whilst maintaining its strength.

Did you know that in recent decades, beverage cans have become 50% lighter? The wall thickness of a beverage can is now as thin as a human hair.

Together, we celebrate 90 years of the beverage can. The can remains!
Learn more about the beverage can: www.metalenverpakkingen.nl (Dutch only)

#90yearsofbeveragecans #thecanremains #metalpackaging

4. The can remains... an eye-catcher

The beverage can turns 90! 🎉 What once began as an innovative packaging for beer has now become a staple in our daily lives. From the invention of the pull tab to innovative printing techniques/pressure techniques, and the introduction of deposit return, the beverage can has continuously evolved over the years.

What makes the beverage can so special? Thanks to modern printing techniques, the can offers a 360-degree canvas: it can be printed from top to bottom, all the way around, and even on the lid. With unique and eye-catching designs, your product truly stands out to consumers!



Metalen Verpakkingen
Nederland
Metal Packaging Europe



Did you know that in the Netherlands, around 2.5 billion cans are purchased and consumed every year?

Together we celebrate that the beverage can has existed for 90 years. The can remains!

Together, we celebrate 90 years of the beverage can. The can remains!
Learn more about the beverage can: www.metalenverpakkingen.nl (Dutch only)

#90yearsofbeveragecans #thecanremains #metalpackaging

Posters

1. Recycling champion

Infinitely recyclable and always fresh. The beverage can is built for a circular future 90 years of refreshment. Ready for the future. Cans carry on!



2. Valuable material

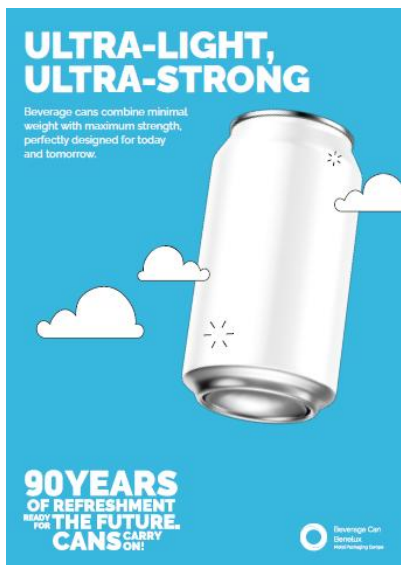
Every can counts. Easy to recycle, endlessly reusable.
90 years of refreshment. Ready for the future. Cans carry on!



3. Ultra-light, ultra-strong

Beverage cans combine minimal weight with maximum strength, perfectly designed for today and tomorrow.

90 years of refreshment. Ready for the future. Cans carry on!



4. A modern attention grabber

With 360-degree printing, cans have become the perfect canvas. With bold, eye-catching designs, your product is sure to stand out on the shelf.

90 years of refreshment. Ready for the future. Cans carry on!



Metalen Verpakkingen
Nederland
Metal Packaging Europe





Message for intranet/Teams

The can remains... for 90 years!

This year, the beverage can celebrates its 90th birthday! 🎉 From its first introduction in 1935 to today's modern cans: the beverage can has continuously evolved and is now an inseparable part of our daily lives.

[Add why the beverage can is an important packaging for your company, for example: That is why we at (Name organisation) use cans for our products. It fits with our sustainability ambitions/marketing/...]

Why is the beverage can so special?

- Recycling champion: Cans are infinitely recyclable without any loss of material quality. This makes the beverage can a perfect fit for a circular economy, where the material can be reused over and over again.
- A valuable material: Cans have value! Since the introduction of a deposit system in 2023, it has become increasingly easy to collect and recycle them, leading to a cleaner environment and the production of high-quality recycled material.
- Ultra-light, ultra-strong: Cans are both ultra-light and ultra-strong! Over the years, beverage cans have been optimised to a minimum weight while retaining their strength.
- An eye-catcher: Thanks to modern printing techniques, the can offers a 360-degree canvas: it can be printed from top to bottom, all the way around, and even on the lid. With unique and striking designs, your product becomes a true eye-catcher for consumers!



Metalen Verpakkingen
Nederland
Metal Packaging Europe



Use the toolkit!

To celebrate this 90th anniversary, a toolkit is available with handy materials you can use to join us in celebrating the birthday of the beverage can:

- Social media posts
- Posters

This toolkit helps you share the story of the beverage can and work together towards a circular economy.

Download the toolkit [here](#) and share the story of the beverage can with your network!
Learn more about the beverage can: www.metalenverpakkingen.nl

#90yearsofbeveragecans #thecanremains #metalpackaging



Metalen Verpakkingen
Nederland
Metal Packaging Europe

