

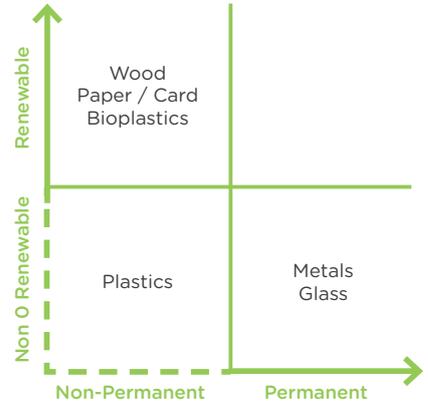
# The Permanent Material Concept

## Definition of 'Permanent Material'

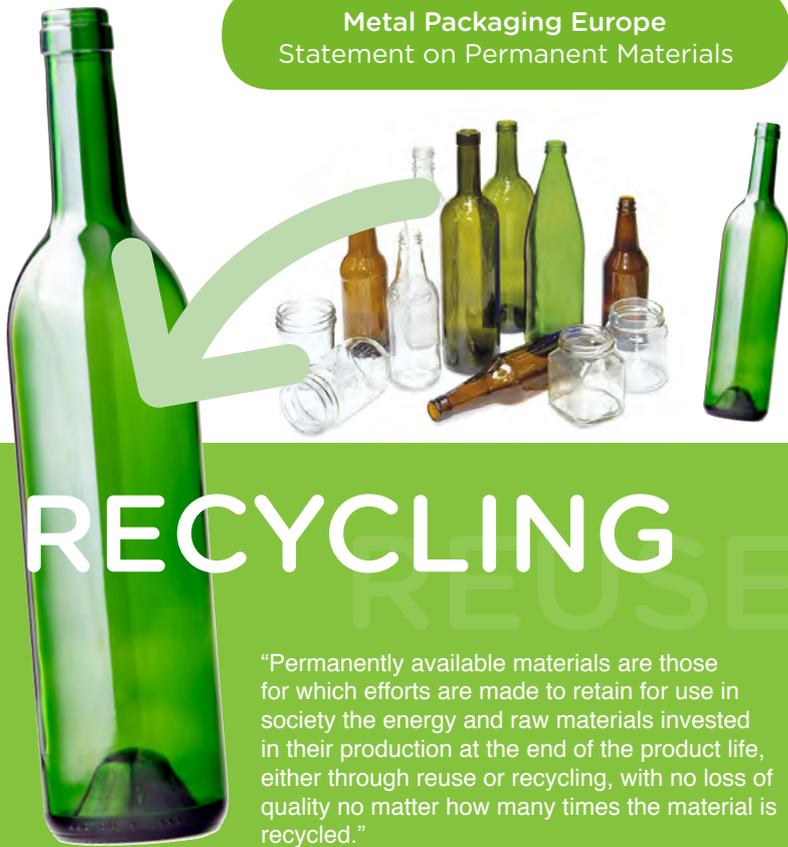
In general, material can be classified as renewable or non-renewable or as permanent or non-permanent.

Renewable material such as wood, paper/card or bio plastics is made from natural resources that can be re-built by biological processes.

Permanent materials are classified as materials that once produced can be recycled or reused without the loss of quality, regardless of how often the material is recycled.



**Metal Packaging Europe**  
Statement on Permanent Materials



# RECYCLING

“Permanently available materials are those for which efforts are made to retain for use in society the energy and raw materials invested in their production at the end of the product life, either through reuse or recycling, with no loss of quality no matter how many times the material is recycled.”

(Source: British Standard Institution (BSI) standard 8905:2011)



## Why is Permanent Material important?

Permanent materials now have a greater focus because of increased consumption and growing populations. This brings the need for materials that fit the so-called 'Circular Economy'. Metal and Glass are endlessly recycled and thus serve the requirements for a Circular Economy.



### How does the ‘Permanent Material’ Concept work?

Different materials can be recycled in different ways. Some materials become degraded during recycling and so quality is lost during the process. This is known as an ‘Open Loop’ material cycle. Ardagh Group’s steel, aluminium and glass packaging is recycled by melting processes and can be re-used for packaging or other applications. This process is referred to as a ‘Closed Loop’ material cycle, as the material can be recycled repeatedly - without loss of quality or functionality.



### The Relevance of the Permanent Material Concept in European Legislation

One integral part of the ‘Europe 2020’ strategy of the European Commission is the ‘Roadmap to a Resource Efficient Europe’. This aims to stimulate growth needed to provide jobs and well-being to its citizens and ensure that the quality of this growth leads to a sustainable future.

[Europe 2020 Link](#)

The roadmap explicitly refers to a ‘circular economy’ of metals, where waste metal becomes a resource and this closed material loop supports the idea of a circular economy (paragraph 4.3).

The importance of a circular economy and this concept of ‘Permanent Materials’ is also acknowledged in the Roadmap by not only distinguishing between non-renewable and renewable materials but now between permanent materials too.

[Europarl Link](#)

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