Packaging industry sees launch of MetPac-SA

A new producer responsibility organisation has been formed to represent the interests of the metal packaging industry in South Africa.



MetPac-SA is tasked specifically with looking after the interests and recycling of steel, tin plate and aluminium packaging. Members of this non-profit association include raw material suppliers ArcelorMittal and Hulamin, and brand owners Nampak, ABInBEV, Distell, Heineken, PacSolve, Tin Can Man, WYDA Packaging, Coca-Cola and Nestlé.

“MetPac-SA brings together the entire metal packaging value chain in South Africa. We give the metal packaging industry a unified voice and present the industry’s views, make recommendations and voice opinions,” explains Delanie Bezuidenhout, who has recently been appointed as CEO of MetPac-SA.

Mission and objectives

MetPac-SA’s mission and objectives will be focused on establishing the metals packaging industry as a valuable and recognised contributor to sustainability throughout the supply chain and beyond.

“We will support and represent members on industry matters related to operational, regulatory and environmental issues. In addition, we will focus much of our resources on promoting the benefits of metal packaging and the sustainable attributes of steel and aluminium,” Bezuidenhout explains.

The key focus areas for MetPac-SA will be:

- Developing sustainability thinking, including positions statements and commitments, and the drafting of an Industry Waste Management Plan for the Metals Packaging Sector in response to the Department of Environmental Affairs' Section 28 Call for Industry Waste Management Plans, which will form a key part of Packaging SA’s umbrella plan;
- Bringing together manufacturers and suppliers to promote the benefits of metal packaging;
- Preparing common messages and creating communication programmes on behalf of its members for a wider audience;
- Monitoring local and international legislation that could have an impact on the industry;
- Conducting statistical surveys of the industry;
- Liaising with other role-players, stakeholders, government departments and industry associations to work towards

better and more balanced legislation;
- Managing issues and threats affecting the metals and canning industry;
- Working with the industry to ensure that they support the greater packaging industry's vision of "zero waste to the environment".

Business leaders commit their support to new industry body

Commenting on the importance of establishing such a representative industry body, says executive director of Packaging SA, Charles Muller: "We welcome the formation of MetPac-SA as it is essential that the metal packaging sector is properly prepared and organised to play an integral part in submitting the Paper and Packaging Industry Waste Management Plan."

Dr Casper Durandt, franchise technical manager for Coca-Cola Southern Africa, says "Creating a body such at MetPac-SA will benefit the industry through a focused and aligned approach for packaging producers, including brand owners, to fulfil our extended producer responsibilities in cleaning up our environment, lowering our carbon footprint and saving our planet by collecting beverage cans for recycling. Through the joint efforts of other PRO's, such as PETCO and The Glass Recycling Company, MetPac-SA will allow us to make the most of synergistic opportunities that exist in non-returnable beverage container collection by diverting packaging away from landfill sites and creating dignified job opportunities for our people."

This sentiment is echoed by Klaus Hass of Nampak Bevcan who says: "The formation of MetPac-SA will provide the rigid metal industry of South Africa with a unified voice by bringing together all the relevant stakeholders (i.e. metal suppliers, packaging converters, brand owners, retailers and other national associations) to address the environmental aspect of packaging waste. We will be supporting the efforts of MetPac-SA because it will benefit the industry through creating a coordinated effort aimed at meeting the legal requirements for waste management and contributing to the national policies for an effective and sustainable outcome in a green, circular economy."

"MetPac-SA is excited to promote the versatility of metals through an ongoing marketing campaign, increase the market share of the industry and protect the interests of its members through stakeholder involvement. For this reason, we are encouraging more sector stakeholders to become members to ensure that the local metal packaging industry has a strong voice when matters that directly impact its present and future business interests are raised," Delanie concluded.

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