

It's easy to sort and recycle

Steel is magnetic, making it easy to separate, sort and recycle.

84% of steel packaging was recycled in Europe in 2019!

It helps extend product shelf-life

Made from one of the strongest packaging materials currently in use, General Line metal packaging is incredibly durable, helping to protect its contents and ensure a longer product shelf-life.

It preserves product quality

General Line metal packaging is impermeable. It provides a perfect barrier against light, humidity, air and all other types of external contamination, preserving the quality and properties of the products it contains and helping to prevent waste.

It keeps products safe

Solid, strong and stackable, General Line metal packaging is ideal for efficient manufacturing, transport and storage, reducing the risk of spillage and spoilage.

It's an innovative packaging solution

General Line metal packaging can be decorated, printed, and embossed using a wide range of colours and effects, helping to project a premium image and increase brand visibility.

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.

Read on to find out why!

METAL
recycles
forever

10 BENEFITS OF THE GENERAL LINE CAN

Metal
Packaging
Europe

2



Magnetic → Easy to separate



84% of steel packaging was recycled in Europe in 2019!

3



Incredibly strong & durable

4



5



10



Infinitely recycled



100% QUALITY

1

without loss of quality

6

Resistant in all climate and warehousing conditions



7

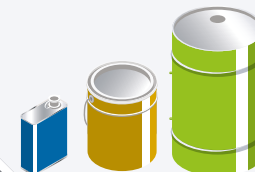


8



Water-based products
Solvent
Hazardous substances

9



It's safe
Resistant to extreme heat and cold, and even fire, General Line cans maintain their form and properties in all climate and warehousing conditions.

It can be used to package hazardous goods

General Line metal packaging won't break if it is dropped and is UN approved for the transportation of dangerous goods. There's no need for any additional protective packaging.

It's incredibly versatile

You can pack any type of product inside General Line cans, from standard formulas and water-based products to solvent-based or hazardous substances.

It's infinitely recyclable

General Line cans are made from metal, a permanent material that can be infinitely recycled without loss of quality.

IT'S INFINITELY RECYCLABLE

General Line cans are made from metal, a permanent material that can be **infinitely recycled without loss of quality**.

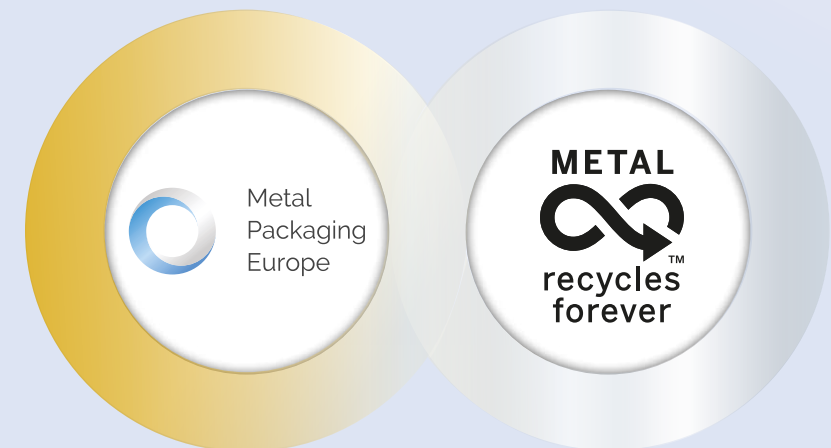
Infinitely recycled



**without
loss of quality**

10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.

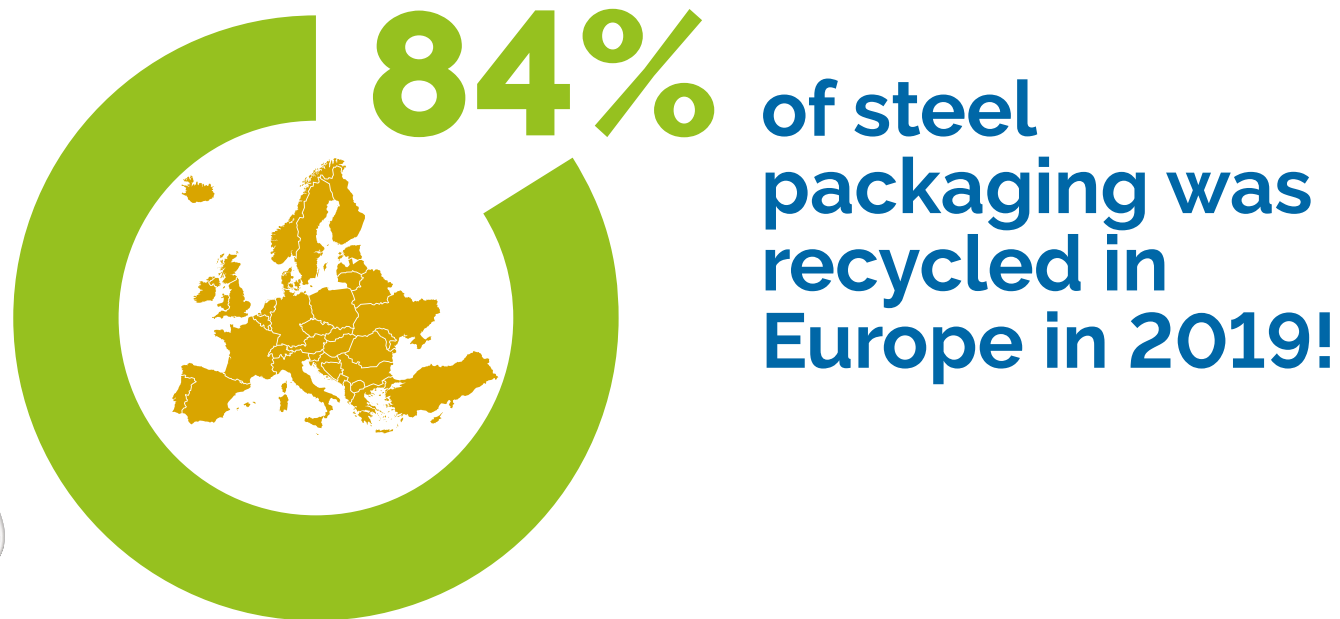
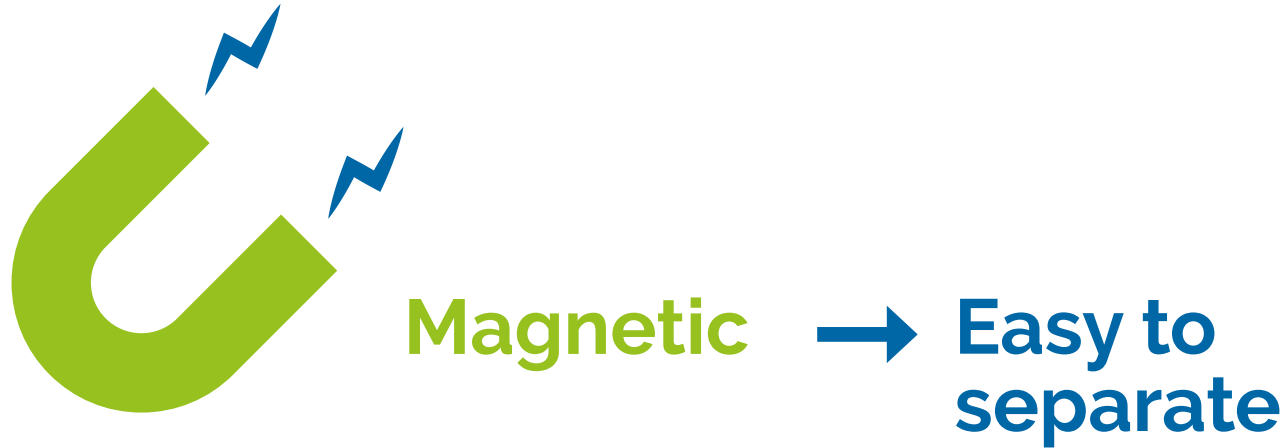


www.metalpackagingeurope.org

IT'S EASY TO SORT AND RECYCLE

Steel is magnetic, making it easy to separate, sort and recycle.

84% of steel packaging was recycled in Europe in 2019!



10 BENEFITS OF THE GENERAL LINE CAN

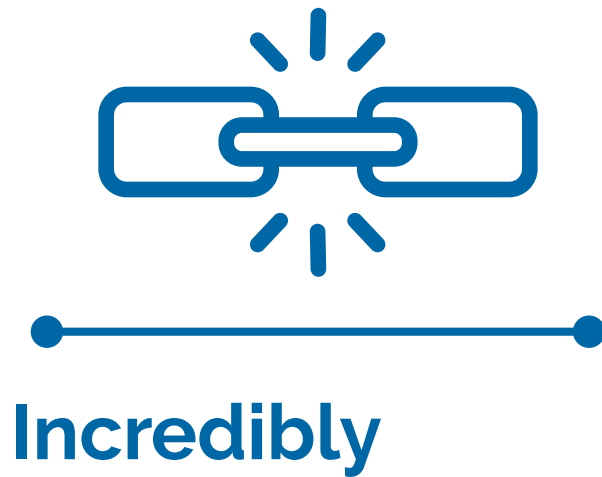
When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT HELPS EXTEND PRODUCT SHELF-LIFE

Made from **one of the strongest packaging materials** currently in use, General Line metal packaging is **incredibly durable, helping to protect its contents and ensure a longer product shelf-life.**



**Incredibly
strong &
durable**



10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT PRESERVES PRODUCT QUALITY

General Line metal packaging is **impermeable**. It provides a **perfect barrier against light, humidity, air** and **all other types of external contamination**, preserving the quality and properties of the products it contains and helping to prevent waste.



10 BENEFITS OF THE GENERAL LINE CAN

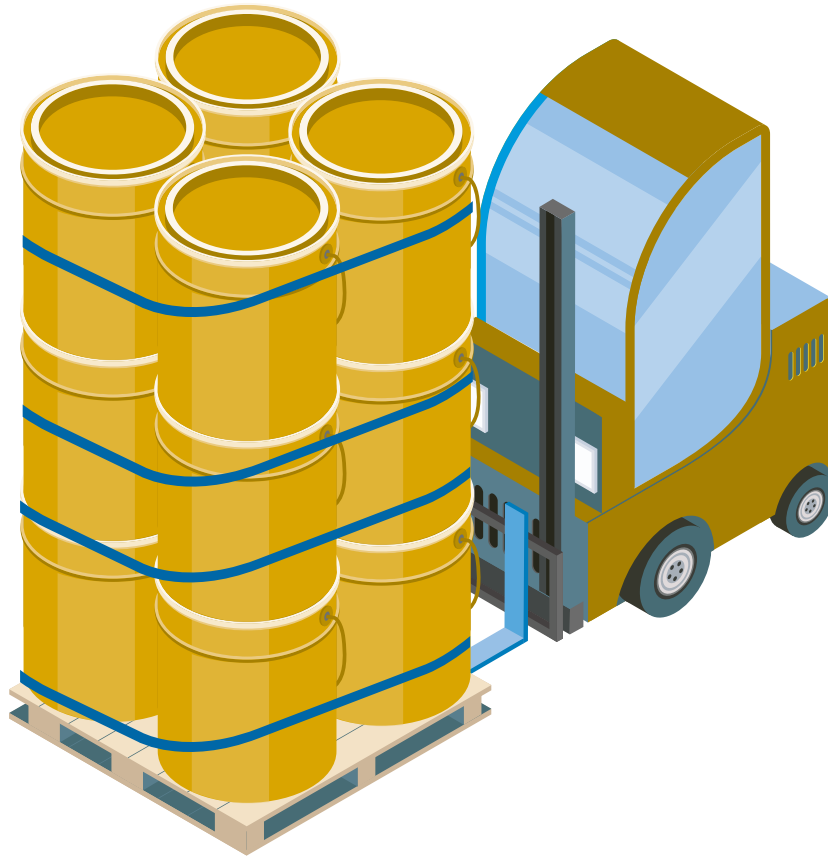
When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT KEEPS PRODUCTS SAFE

Solid, strong and stackable, General Line metal packaging is ideal for **efficient manufacturing, transport and storage**, reducing the risk of spillage and spoilage.



10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT'S SAFE

Resistant to extreme heat and cold, and even fire, General Line cans maintain their form and properties **in all climate and warehousing conditions**.



Resistant
in all
climate and warehousing
conditions



10 BENEFITS OF THE GENERAL LINE CAN

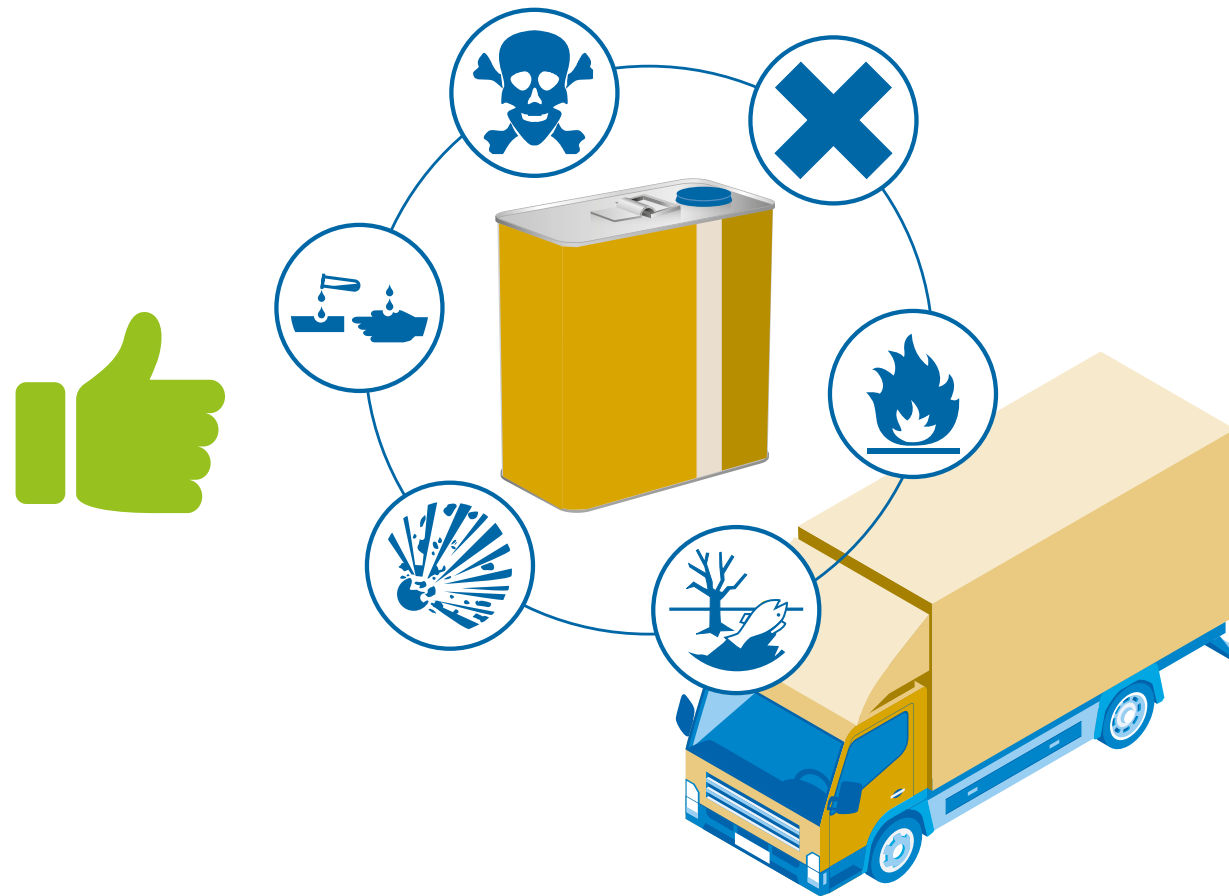
When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT CAN BE USED TO PACKAGE HAZARDOUS GOODS

General Line metal packaging won't break if it is dropped and is UN approved for the transportation of dangerous goods. There's no need for any additional protective packaging.



10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT'S INCREDIBLY VERSATILE

You can pack any type of product inside General Line cans, from standard formulas and water-based products to solvent-based or hazardous substances.



- ✓ Water-based products
- ✓ Solvent
- ✓ Hazardous substances

10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT'S AVAILABLE IN A WIDE RANGE OF SHAPES AND SIZES

General Line metal packaging comes in a variety of different sizes and formats. With capacities ranging from 125ml to more than 70L, it can be adapted for any type of usage.

From **125ml**
to more than
70L



10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

IT'S AN INNOVATIVE PACKAGING SOLUTION

General Line metal packaging can be decorated, printed, and embossed using a wide range of colours and effects, helping to project a premium image and increase brand visibility.



10 BENEFITS OF THE GENERAL LINE CAN

When it comes to safe, sustainable and versatile packaging, it's hard to beat the general line can, which is used to package paints, lubricants and other chemical products.



www.metalpackagingeurope.org

