

**Date:** February 2021

**Subject: LEADING The WAY: TRIVIUM ARGENTINA EXPANDS RECYCLING AND REUSE OF ALUMINUM FROM AEROSOL CANS IN LATIN AMERICA THROUGH CREANDO CONCIENCIA PARTNERSHIP**

## Information:

February 23, 2021 -- [Trivium Packaging](#), a global leader in sustainable metal packaging, announces a groundbreaking recycling initiative in Argentina, partnering with urban recycler organization Creando Conciencia to substantially increase the recollection and reuse of aerosol aluminum cans.

Through the partnership, Trivium Argentina will become the first in Latin America to use post-consumer recycled (PCR) aluminum. The initiative, which follows Trivium's [A- sustainability performance rating](#) by the CDP, is part of the company's expansive efforts to raise awareness and accelerate sustainability practices for its customers and the planet. When asked what this partnership means to Trivium's Argentina plant, Marcelo Celestini, General Manager of Trivium Argentina said, "This recycling initiative enables Trivium to make a difference in the three areas our company is built on by taking care of *PEOPLE* through social organizations, protecting our *PLANET* by reducing CO2 emissions in a significant way, and by walking the same journey with our *CUSTOMERS*."

"Advancing the recycling rates of our infinitely recyclable packaging materials is important to Trivium," Jenny Wassenaar, VP of Sustainability at Trivium Packaging said. "We're thrilled to partner with Creando Conciencia in Argentina, which collects and recycles aerosol aluminum cans from consumer's homes and processes them for inclusion in the production of new aluminum containers. In this way, we actively contribute together to a circular economy."

The partnership aims to make the recycling process more efficient while providing encouragement and education to the community surrounding aerosol can recycling. Creando Conciencia will collect aerosol aluminum cans from consumers and process them using machinery provided by Trivium that depressurizes and compacts the aerosol at the same time. Trivium is then able to melt the compacted aerosols to produce aluminum ingots.

Trivium Argentina estimates that 9-10% of their newly produced packaging will come from recycled aluminum.

## **About Trivium Packaging**

Trivium Packaging is a global supplier of infinitely recyclable, metal packaging for the world's leading brands. Trivium has more than 60 locations worldwide, employs close to 8,000 people with sales of \$2.7bn. [www.TriviumPackaging.com](http://www.TriviumPackaging.com)

## **About Creando Conciencia**

Creando Conciencia is a cooperative that believes social work is the only way to build a more just and safe society for all. They work with municipalities and the community to create a better world by collecting waste and subsequently separating, classifying, and recycling the largest possible amount of dry waste. Their mission is to preserve natural resources and the environment while creating jobs, helping the communities they live in.