



**American
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STEEL RECYCLING: LETTER OF CONSENT FOR USE

Consumers are looking for quality, product integrity and environmental compatibility in the products that they buy. Steel has a tradition of meeting and advancing these demands in every product application.

Displaying any of the steel family of logos on your products helps you to communicate the added care and quality that you have put into your product, as well as your concern for the environment.

This Steel Recycling logo is for use on all-steel food, beverage, and general purpose cans of all sizes and shapes in its complete form, that is, the stylized chasing arrows with the word "STEEL" inside. For steel aerosol cans, use the stylized chasing arrows logo with the word "STEEL" inside, together with the words "PLEASE RECYCLE WHEN EMPTY" below. Color is preferred; black and white is acceptable. This logo also can be used for other steel products, including appliances, hand tools, and construction materials and displayed on packaging and/or websites in your effort to educate consumers on your product's recyclability.

The Steel Recycling logo shall **not** be used with recycling commentary on the label since the logo clearly conveys the desired message of recyclability.

Manufacturers may freely download this logo but are required to contact the American Iron and Steel Institute to advise of product lines and implementation dates. For questions or concerns regarding the use of the Steel Recycling logo, please contact Elizabeth Vago at evago@steel.org.