

INEXHAUSTIBLE QUALITY

The project of the label Infinitely Recyclable ® arose from the observation that goods made up of metal, at the end of their life-cycle, have always been melted or moulded into new goods i.e. they are recycled and reutilised. This process can be infinitely repeated without loss of matter. We are so familiar with such feature of metals that we do not pay attention to it even though it is essential for the sustainable development. Nowadays more than ever this ability to be recycled must be enhanced by people like us that believe no sustainable development is possible without saving of raw materials.

The label takes the form of a symbol, very familiar indeed, conveying the idea of infinity, where two opposite and convergent arrows indicate a loop. Actually the cycle of a metal can always be a loop. The shape and look of metallic goods might change, the composition of the alloy might be different but metal can always be reused.

What is important for sustainable development is that, once extracted from Earth, metals need never be wasted. They should be valued, recycled and used for the next and future generations. Metallic goods with electroplated coatings can be recycled too. The label Infinitely Recyclable ® certify this property.

The label Infinitely Recyclable ® is owned by **ASSOGALVANICA** (Italian Association of Electroplating Industry) that created it and charged ECOMETAL of its improvement and management. The label has been registered in Italy and has been issued in the Bulletin of European Labels nr. 047/2004 of November 22nd, 2002, page 1212. The use of the label is subjected to specific restrictions.

