



## PLEASE RECYCLE WHEN EMPTY: 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.

The Please Recycle When Empty logo is for use on steel paint cans and steel aerosol cans in its whole and complete form, that is, the stylized chasing arrows with the word "STEEL" inside and the words, "PLEASE RECYCLE WHEN EMPTY", stacked underneath.

Color is preferred; black and white is acceptable. The logo is not to be used with recycling commentary on the label since the logo clearly conveys the desired message of recyclability and instructs the consumer on the necessary condition of emptiness for recycling. This letter implies consent for use of the logo within these guidelines.

Manufacturers may freely download this logo but are requested to contact the Steel Recycling Institute to advise of product lines and implementation dates.

For questions or concerns regarding the use of the PLEASE RECYCLE WHEN EMPTY logo, please contact Jim Woods at 412.922.2772 x215 or [jimw@recycle-steel.org](mailto:jimw@recycle-steel.org).

Yours in Recycling and the Environment,

A handwritten signature in black ink, appearing to read "Bill Heenan", written in a cursive style.

Bill Heenan, President  
Steel Recycling Institute

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