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59%

reduction in greenhouse gas emissions compared to Stone & Wood's existing cans²

83%

recycled aluminium content in its beverage cans¹

1,253

tonnes of greenhouse gas emissions reduced throughout the 18-month trial²

Stone & Wood leads the charge in transforming sustainable packaging in Australia

Earlier in 2025, Stone & Wood, along with Lion's supply chain partners Visy, Novelis and Rio Tinto, announced a breakthrough packaging initiative that achieves an average of 83% recycled aluminium content in its beverage cans¹.

The pilot initiative named Re-In-Can-Ation brought together key players across the aluminium value chain to create a more sustainable beverage can that delivers a 59% reduction in greenhouse gas emissions compared to Stone & Wood's existing cans².

The 18-month trial will see 15 million of these cans enter the market and is expected to avoid over 1,253 tonnes of greenhouse gas emissions over the course of the trial² – which is equivalent to the average yearly electricity usage of 230 Australian households.

This collaboration shows what's possible when industry leaders unite behind a common goal.

By bringing together Australian manufacturing expertise and innovation, we created a solution that significantly reduces our environmental impact while maintaining the quality our consumers expect.

“This partnership shows what’s possible when industry leaders unite behind a common goal. In this project we’re demonstrating the potential to reduce carbon emissions and conserve resources with the containers our consumers recycle. It’s proof that when the full value chain collaborates, we see a stronger circular economy and great benefit to the environment. Only two-thirds of Australia’s aluminium cans are currently recycled so there is still work to do.”

Justin Merrell, Lion Group Sustainability Director

1 Based on average recycled content (by mass) of an aluminium can using aluminium coils manufactured by Novelis during the period 1 June 2023 to 31 May 2024.

2 Reduction based on comparison with the average carbon emissions intensity of Stone & Wood's previous 2023 financial year 375mL cans. Calculation includes all carbon dioxide equivalent emissions from raw material extraction up to the manufacturing of the can (raw material extraction / smelting / recycling, transportation of materials, manufacturing of the cans). The Life Cycle Assessment (LCA) used for this calculation follows the ISO 14040/14044 (ISO, 2006b) Environmental Management—Life Cycle Assessment Standard.