

Steel for packaging industry launches sustainability positioning in Europe:



Brussels, 29 May 2008. The European steel for packaging industry launched its sustainability positioning in Brussels on 28th May 2008, showcasing its unique position as an enabler for a sustainable 21st century.

In the countdown to EU Green Week, which takes the sustainable use of natural resources as its theme, focusing on waste management, sustainable consumption and production, steel for packaging will be outlining its natural credentials in each of the three pillars of sustainability:

- **Caring for the Environment** – Thanks to its natural properties, steel - infinitely recyclable - is the world's most recycled material, contributing to the lowering of CO₂ emissions.
- **Protecting products** – Steel is robust and offers 100 % protection against light, water and air it therefore preserves naturally and offers the highest packaging integrity.
- **Delivering for Business** – Steel is the most reliable and eco-efficient packaging solution offering a trusted experience for business operators.

“Steel’s natural properties, being magnetic, infinitely recyclable and 100% protective, mean that it is uniquely placed to meet the sustainability challenge,” explained **Philippe Wolper**, managing director of APEAL, the Association of European Producers of Steel for Packaging.

The steel for packaging initiative is timely in the context of the Sustainable Consumption and Production (SCP) Action Plan due to be released by the European Commission shortly, and addresses some of the key issues likely to be contained within it including the optimal use of natural resources, the role of recycling and contributing to the lowering of CO₂ emissions.

Philippe Wolper: *“The launch of the ‘Steel for packaging ... Naturally’ positioning in the presence of some of our most important stakeholders shows the growing confidence and industry cooperation in communicating the role our material can play in a sustainable future for our society. In the forthcoming weeks we will further reach out to all the actors of the packaging market”.*

During the panel discussion that accompanied the launch, **Julian Carroll** of European, the European Organisation for Packaging and the Environment, urged the Commission to include the whole supply chain in its strategy. *“In order to move towards more sustainability, everybody should be on board, from raw materials producers through end users. Shared responsibility, supply chain cooperation, legal transparency and uniformity are indispensable factors to achieve a high level of sustainable consumption”*, he declared.

Martin Reynolds, Vice President Crown Europe, announced the joint industry initiative to develop a carbon number for metal packaging that meets ISO standards for lifecycle analysis. *“The model will be launched in October and will allow canmakers to input data on their packaging into a database and achieve a carbon number.”*

In addition to steel's sustainability performance already achieved naturally, APEAL's Managing Director Philippe Wolper announced the European steel industry ambitious investment in long term R&D to come up with breakthrough technologies to decrease CO₂ emissions in steelmaking even more drastically than the 50% reduction in emissions already achieved over the last 40 years.

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Steel for packaging cares for the environment.... *Naturally*

Steel is the world's most recycled material. Since steel is naturally magnetic, it is simple, efficient and economic to sort for recycling. Today some **66% of steel packaging are recycled in Europe** – a figure that has doubled in the past 10 years and is still on the rise.

This is good news for the environment, since **the higher the recycling, the lower the CO₂ emissions**. Indeed, every steel packaging recycled saves **twice its weight of CO₂ emissions**.

What's more, steel is **infinitely recyclable**. Unlike paper or plastics it loses none of its strength or inherent characteristics, no matter how many times it is recycled. This ensures the **preservation of resources** for future generations.

Steel for packaging protects products.... *Naturally*

Steel offers **100% protection** against light, water and air, ensuring highest product integrity. No other packaging solution can offer this degree of protection with **one single material**.

For foodstuffs, steel packaging naturally ensures retention of **essential vitamins** and nutrients without the use of additives. And it is also **tamperproof** – something of vital importance in today's world.

Food packed in steel can be stored at **room temperature** and does not require refrigeration nor energy hungry equipment. Steel packaging is easy and convenient to transport, as well as **compact, stackable, unbreakable**.

Steel for packaging delivers for business.... *Naturally*

Brand owners recognise that steel constitutes one of the **most reliable and efficient** packaging options.

The **natural strength** and magnetic property of steel allow for **high-speed filling lines** enabling a swifter production process and reduced delivery time from floor to store – something not possible with other, more fragile materials.

In a context of constant search for increased environmental and economic efficiency, canned food has demonstrated that it stands out as an **optimal packaging solution** in terms of **eco-efficiency**.