



The Association  
of European Producers  
of Steel for Packaging

## Press release

# APEAL welcomes European Commission's communication on beverage packaging

Brussels, 15 May 2009

***New report provides increased legal certainty to the packaging sector and confirms that deposit systems create barriers to trade***

On Friday 8 May, the European Commission released its long expected **communication on beverage packaging, deposit systems and free movement of goods**. The report aims to provide legal clarification on the application of the EU's packaging legislation.

APEAL is particularly pleased to see the **European Commission's** re-confirmation of the "lex specialis" status of the **Packaging and Packaging Waste Directive (PPWD)**, recognising that it takes precedence over the **Waste Framework Directive**. APEAL also supports the confirmation that the PPWD ***"does not establish a clear hierarchy between the re-use of packaging and the recovery of packaging waste"***.

Taken together, these clarifications demonstrate the independence and special status of European packaging waste legislation. This is an important fact given the forthcoming revision of the PPWD.

As an industry producing Europe's **most recycled consumer packaging material**<sup>1</sup>, this communication gives further recognition to the undisputed **environmental benefits of material to material recycling**.

APEAL is also satisfied with the Commission's confirmation that ***"mandatory deposit and return systems create barriers to trade"***. While member states may still introduce mandatory deposit systems if they are considered necessary for

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<sup>1</sup> APEAL (2009) Latest figures show that 69% of steel packaging is recycled in Europe, representing over 2.5 million tonnes of food and drinks cans and other steel containers being recycled in 2007, saving 4.8 million tonnes of CO2.



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environmental reasons, independent research<sup>2</sup> has shown that deposit systems, when added to existing holistic collection systems are often counter-productive from an environmental point of view.

In particular, mandatory deposit systems have been shown to endanger well performing, existing kerbside collection systems which exist in most EU member states. In addition, they lead to increased prices for the consumer and are an ineffective tool in fighting litter as beverage packaging only constitutes 0.45 % of all litter. By contrast, countries using **well-established kerbside collection systems consistently score the highest when it comes to packaging recycling rates** and achieve this at a significantly lower cost.

APEAL Communications:

Anne Starkie-Alves  
Communications Manager  
APEAL - Avenue Louise, 89  
BE-1050 Brussels  
Tel: +32/2 535 72 03  
Fax: +32/2 537 86 49  
E-mail: [a.starkie@apeal.be](mailto:a.starkie@apeal.be)  
Website: [www.apeal.org](http://www.apeal.org)

For more information:

Joris Nachtergaele  
EU Public Affairs Manager  
APEAL - Avenue Louise, 89  
BE-1050 Brussels  
Tel: +32/2 535 72 06  
Fax: +32/2 537 86 49  
E-mail: [j.nachtergaele@apeal.be](mailto:j.nachtergaele@apeal.be)  
Website: [www.apeal.org](http://www.apeal.org)

Steel packaging offers value to society thanks to its exceptionally high recycling rates in Europe. Steel is recycled time and time again without its quality ever deteriorating. In this sense, steel is an eternally reusable material. Thanks to its magnetic properties, steel is the easiest type of packaging to recover for recycling.

**APEAL**, the association of European producers of steel for packaging represents 95% of the total production of steel for packaging in Europe. Its members are ArcelorMittal Packaging, Corus Packaging Plus, Rasselstein and US Steel Kosice.

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<sup>2</sup> BIO Intelligence Service (BIO-IS), (Mar. 2005), *“Environmental and Cost-Efficiency of Household Packaging Waste Collection Systems: Impact of a Deposit System on an Existing Multimaterial Kerbside Selective Collection System”*.

Roland Berger, Arbeitsgemeinschaft Verpackung + Umwelt (AGVU), (Jun. 2007) *“European packaging policy - the consequences of a deposit system for disposable packaging based on the German example”*.

Prognos AG, (Nov. 2007) *“Effects of deposits on beverage packaging in Germany”*.

RDC-Environment for the French Environmental and Energy Management Agency (ADEME), (Oct. 2008) *“Report on the economic and environmental impact of a deposit system for beverage packaging and the recycling of plastic packaging”*.