



May 2011

APEAL appoints new Communications Manager

APEAL appoints new Communications Manager

APEAL, the Association of European Producers of Steel for Packaging, has appointed Patricia Mobbs as Communications Manager.

APEAL is a federation of four multi-national producers of steel for packaging ArcelorMittal, Tata Steel Packaging, Rasselstein-ThyssenKrupp and U.S. Steel Kosiçe. In total these four companies employ over 200,000 workers in Europe.

Before joining APEAL, Patricia Mobbs acquired over 10 years experience in Marketing and Communications roles in various industries, most recently the transport refrigeration industry.

“Steel is a uniquely sustainable material with exceptional environmental credentials. I am eager to put my experience and passion for communications to the service of this innovative industry and contribute to enhancing understanding of the environmental, social and economic benefits of steel for packaging” says Mobbs.

Patricia has a Bachelors degree from the University of Surrey, and Postgraduate degrees from the Dorset Business School and the University of Poitiers. Of English mother tongue, she is fluent in French.

For further information please contact:

Joris Nachtergaele
Deputy Managing Director

Tel (direct): +32/2 535 72 06
j.nachtergaele@apeal.be

Philip Buisseret
Managing Director

Tel (direct): +32/2 535 72 07
p.buisseret@apeal.be

www.apeal.org