

Steel for Packaging: Green solutions for Central Europe

Philip Buisseret, Managing Director APEAL



Sustainability benefits of Steel for Packaging

- Recycling rates
- Saving resources & energy
- Less spoilage and (food) waste
- Energy-saver
- Reducing CO2 emissions



Objectives of this presentation

Introduce APEAL

Why Steel for Packaging is the green solution for
Central Europe



1. What does APEAL stand for?

APEAL – European Steel for Packaging Industry



ArcelorMittal

TATA STEEL



Rasselstein



Founded in 1986

- 4 multi-national producers of steel for packaging
- 4.8 million tonnes/year
- 42 billion steel cans
- 95% of European production

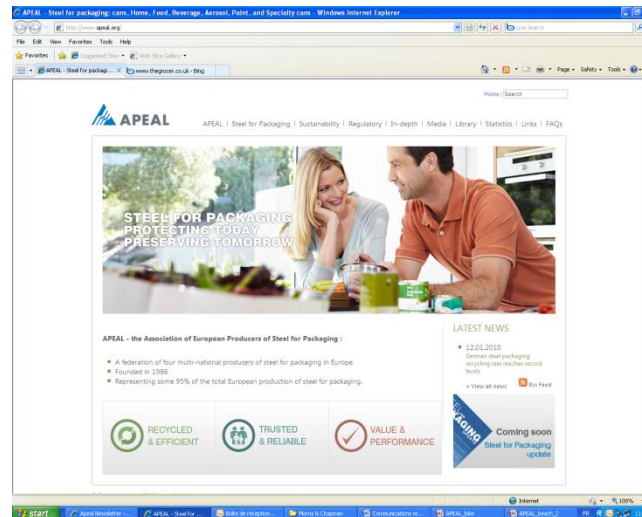
APEAL's Mission

➤ Represent



APEAL's Mission

- Represent
- Promote



Steel for Packaging Protecting Today, Preserving Tomorrow

Europe's most recycled packaging material. From easy, ultra-recyclability to ever-greater savings in emissions and resources, the environmental credentials of steel for packaging are extraordinary – and unique.

Recent research figures show that 78% of steel packaging is now recycled in Europe – more than any competing packaging material. Steel is magnetic, so it's easy and economical to sort and recover. And it's infinitely recyclable to virgin quality. Steel for packaging's high recycling performance is saving 3.8 million tonnes of CO₂ from being released into the atmosphere each year. This is equivalent to saving the annual CO₂ emissions of 700,000 households.

Find out more about steel for packaging's unique sustainable qualities on www.apeat.org

PROTECTING TODAY - PRESERVING TOMORROW



APEAL's Mission

- Represent
- Promote
- **Protect**



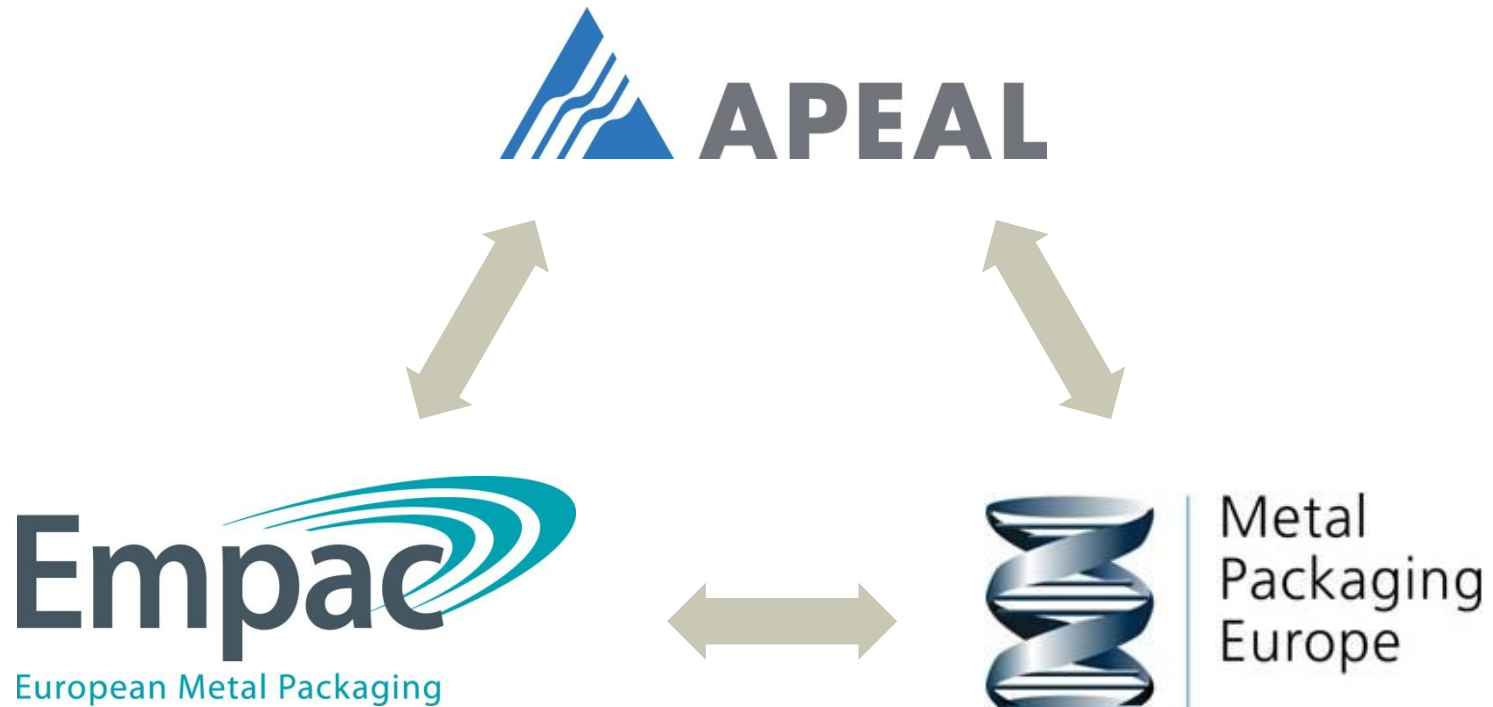
**MANDATORY DEPOSIT IN GERMANY:
10 FACTS, 1 ALTERNATIVE**



APEAL's Mission

APEAL is the voice of Steel for Packaging
in Europe.

Strong involvement in Metal Packaging network

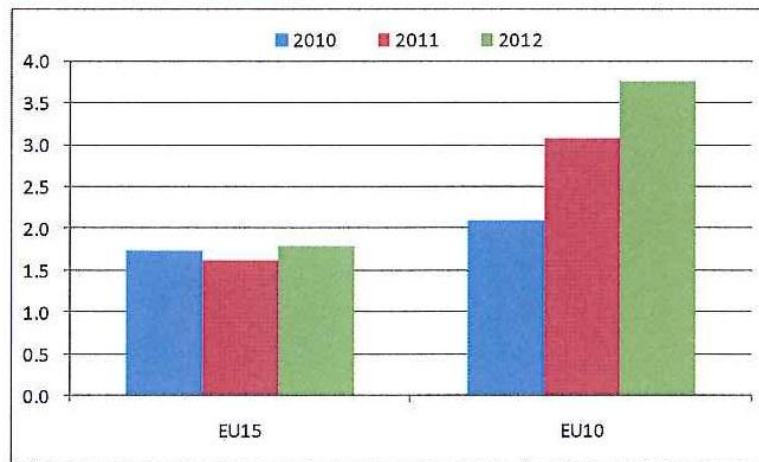




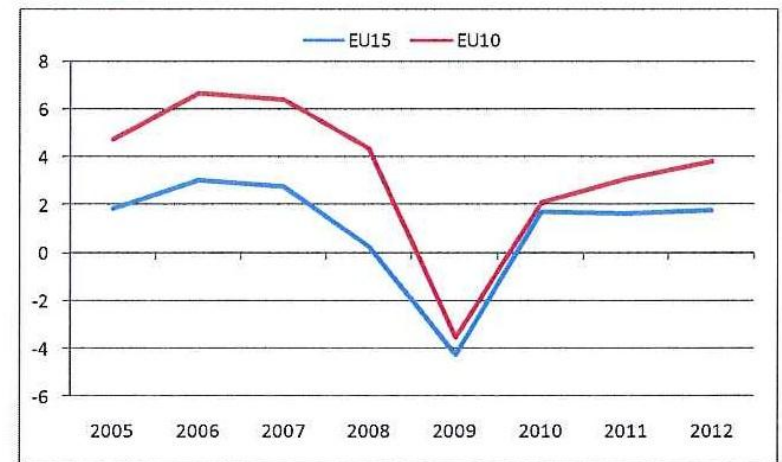
2. Steel for Packaging, a green solution for Central Europe

Central European economy is growing

Projected growth in the EU 10 and EU15 countries, 2005 – 2010, percent



Source: World Bank staff



Source: World Bank staff

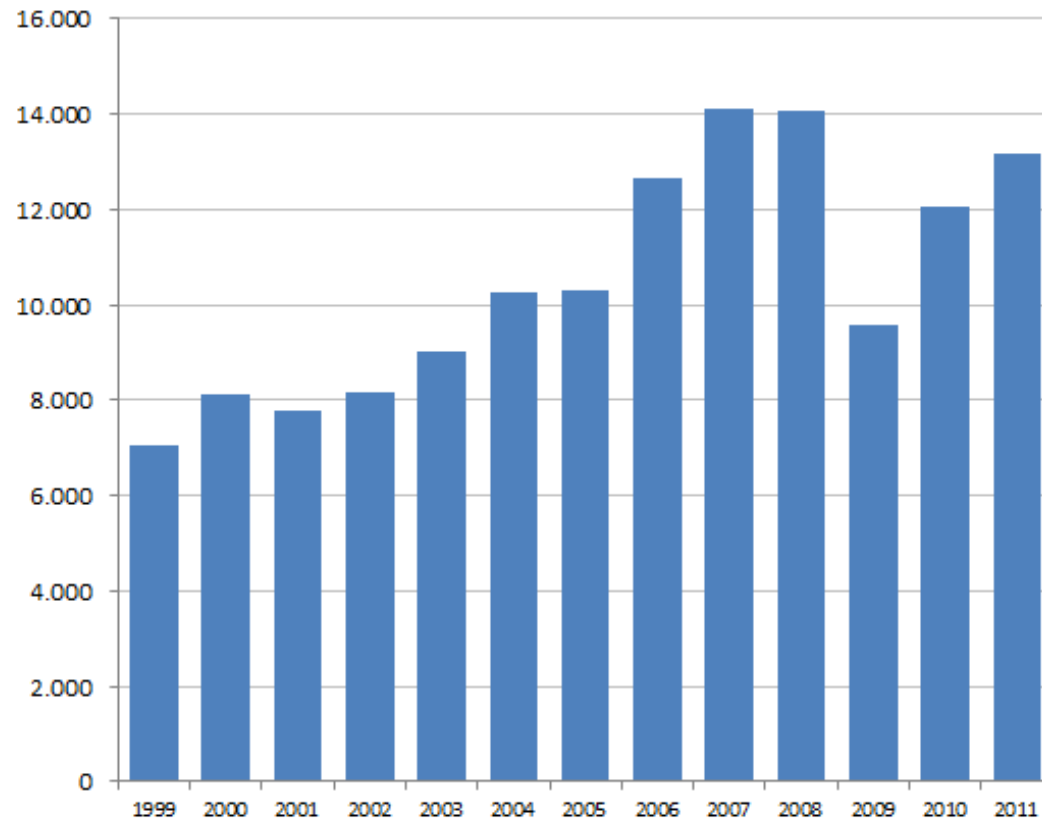
- EU10 growth set to strengthen

- Business opportunities for Steel for Packaging

Increasing consumption of consumer goods

- Consumption recovery for flat steel products
- Important retail space investment
- Future growth potential

V4 - Apparent Consumption Flat Steel Products (000MT)
Czech Republic, Hungary, Poland & Slovakia



Eurofer data 2011

Steel, a versatile packaging material

Steel cans are used to package a variety of products



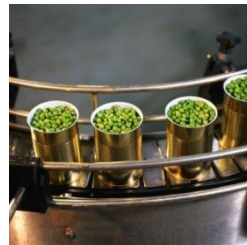
Sustainable advantages across the supply chain



- Sustainable production & recycling



- Minimum loss from breakage & spoilage



- Energy-free storage

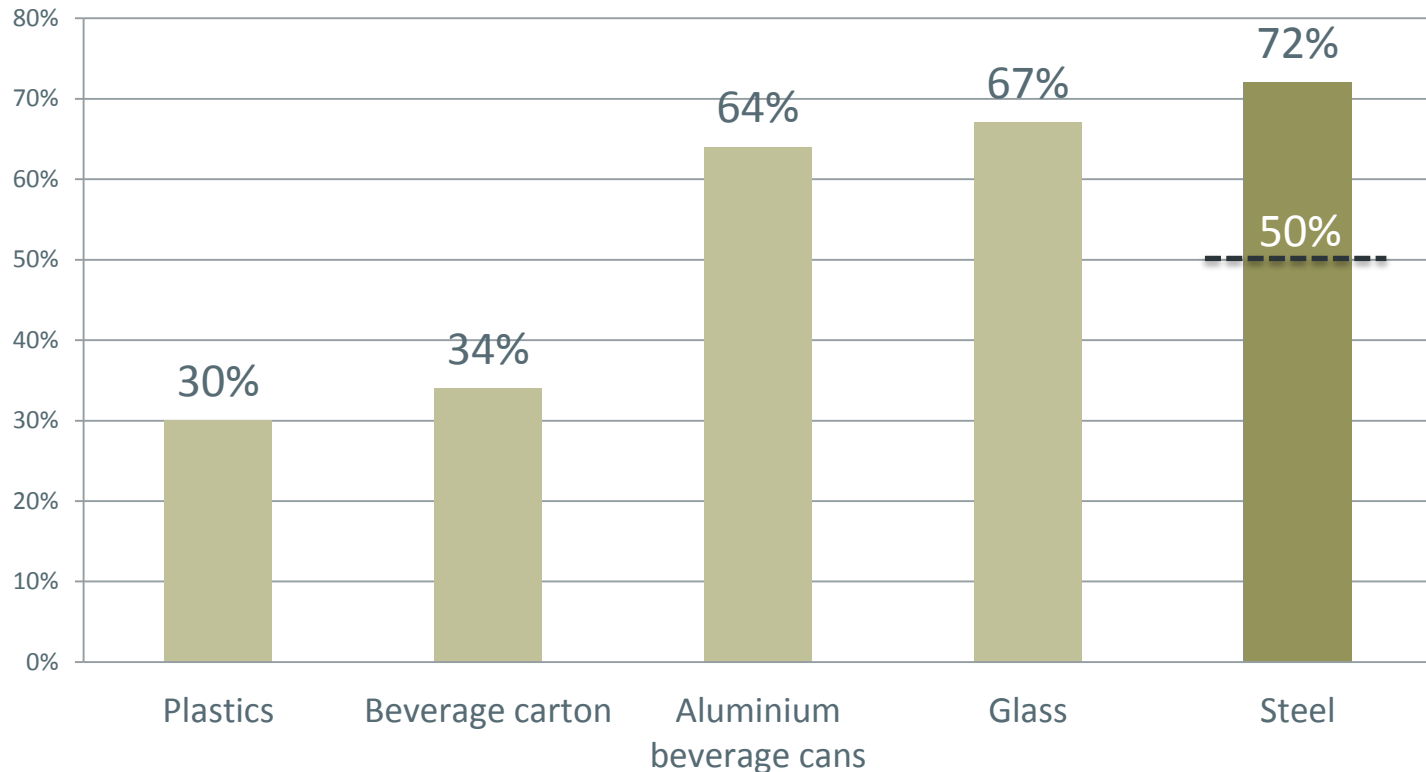


- Easy recycling



Steel, a recycling champion

Recycling of main packaging material in Europe EU27 (2009)



Source: Industry experts - PlasticsEurope, EAA (European Aluminium Alliance, ACE (Alliance for beverage cartons & the environment), FEVE (European Container Glass Federation), APEAL (European Association of producers of steel for packaging)

Environmental savings from recycling steel

Every tonne of recycled steel packaging makes the following environmental savings:

- 75% of the energy needed to make steel from virgin material
- 1.5 tonnes of iron ore
- 0.5 tonnes of coal
- reduction of air emissions by 86%
- 1.28 tonnes of solid waste

(source: Worldsteel)

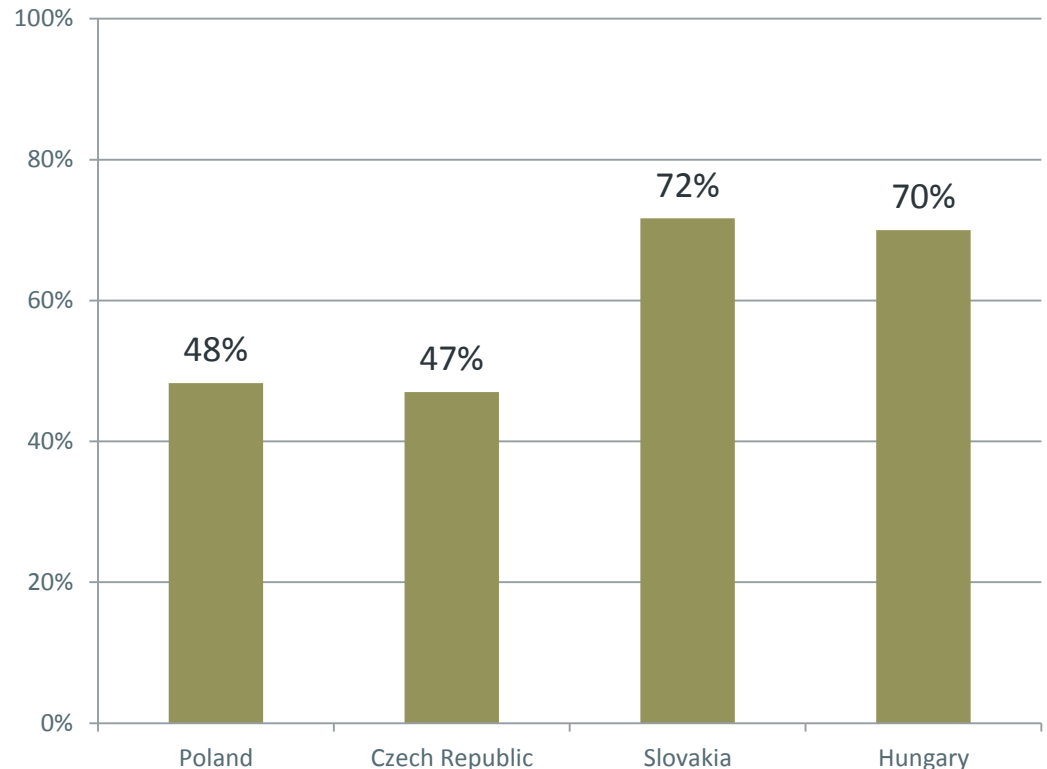


Recycling rates in Central Europe

Central Europe offers interesting opportunities to further develop steel packaging recycling by improving:

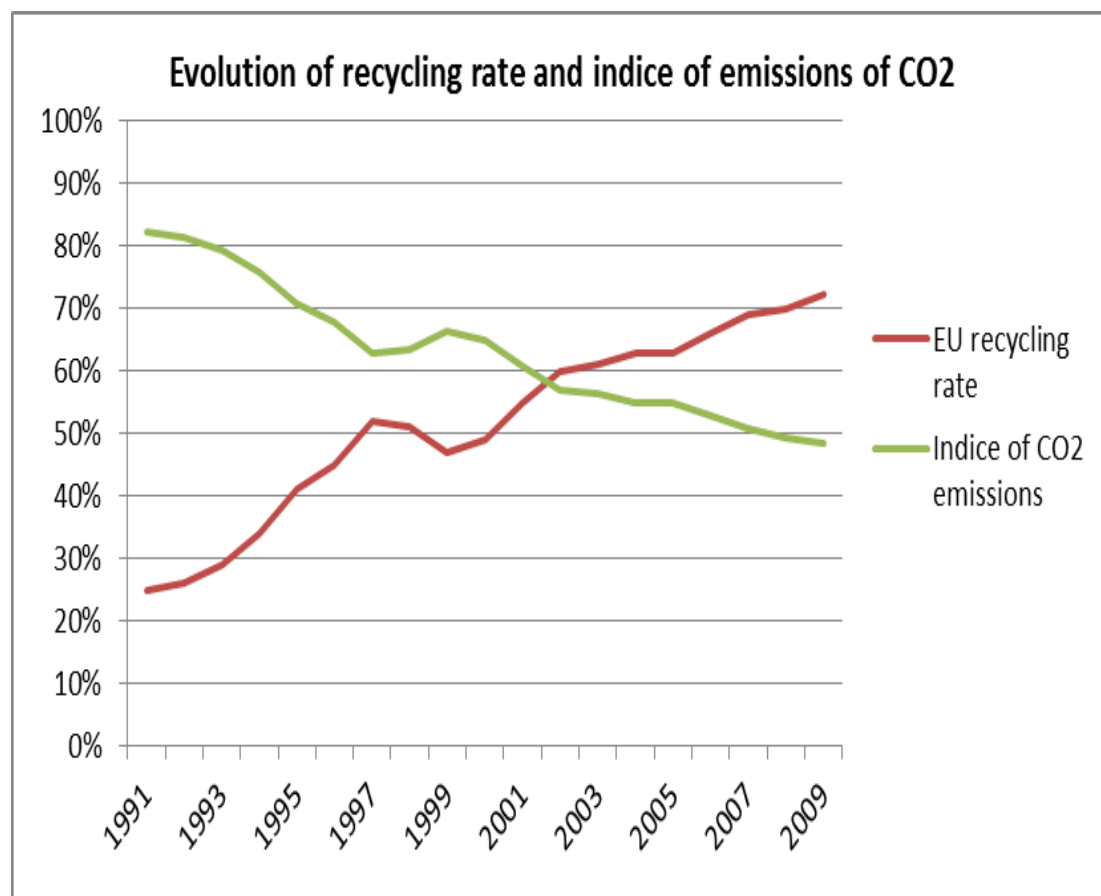
- legislation
- motivation
- negotiations
- monitoring

Steel Packaging recycling rate (2009)



Environmental gains from recycling are clear

-30% decrease of CO2 emissions over 20 years



Steel for Packaging, new LCI data



Demand for primary energy is reduced by **3%**

The global warming potential (GWP100) per kg of tinplate has decreased by **9%**

(compared to 2005 Worldsteel dataset)

Updated data for year 2008
Covering 97% of production

APEAL's 2020 Objective

- 80 % recycling rate of steel for packaging in the EU by 2020
- Central Europe plays a key role in recycling
- Zero steel for packaging to landfill



Steel for Packaging, the sustainable solution

- We bring food and products to people, in a safe and sustainable way!
- We contribute to saving resources efficiently for future generations, with a packaging material which is really recyclable
- Packaging steel can be used over and over again, once it is collected!
- Therefore recycling is key!
- Packaging steel is forever – what can be more efficient and sustainable?

