

PRESS RELEASE

Manchester, 17 March 2014

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Reference	Pelican-5401
Number of pages	2
Subject	APEAL app

APEAL LAUNCHES STEEL FOR PACKAGING APP

APEAL, the Association of European Producers of Steel for Packaging, has launched a tablet app to help educate packaging purchasers and consumers about steel packaging.

The app, available on android and Apple tablets, was launched by APEAL in response to growing demand from steel for packaging manufacturers for a mobile forum that provides reliable information on the capabilities and qualities of steel as a packaging material.

The new tablet-optimised application features a short quiz which challenges opinions about steel for packaging and will surprise those who download it with interesting facts about the material. Users will be asked questions on steel packaging's recyclability, sustainability credentials, performance through the supply chain and consumer benefits.

Alexander Mohr, APEAL's secretary general, said; "APEAL has spent over 25 years accumulating a vast amount of data about Steel for Packaging. The organisation has become the industry reference and continually seeks to ensure that essential facts and about steel for packaging are made available to everyone.

"This app is another great platform that allows us to deliver important messages about steel packaging."

The application will run alongside the APEAL and Steel for Packaging websites which makes more detailed, valuable research data on Steel for Packaging more widely available.

It is available for download from <http://www.steelforpackaging.org/>

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About APEAL

APEAL - the Association of European Producers of Steel for Packaging is a federation of four multi-national producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, ThyssenKrupp Rasselstein, U. S. Steel Košice). In total these four companies employ over 200,000 workers in Europe. Founded in 1986, APEAL represents today about 95% of the total European production of steel for packaging.

About Steel for Packaging

Steel is a unique packaging material, combining exceptional performance capabilities with unrivalled environmental credentials. Strong, formable and long-lasting, steel offers numerous benefits for the safe packaging of a wide variety of products.