



*Naturally*

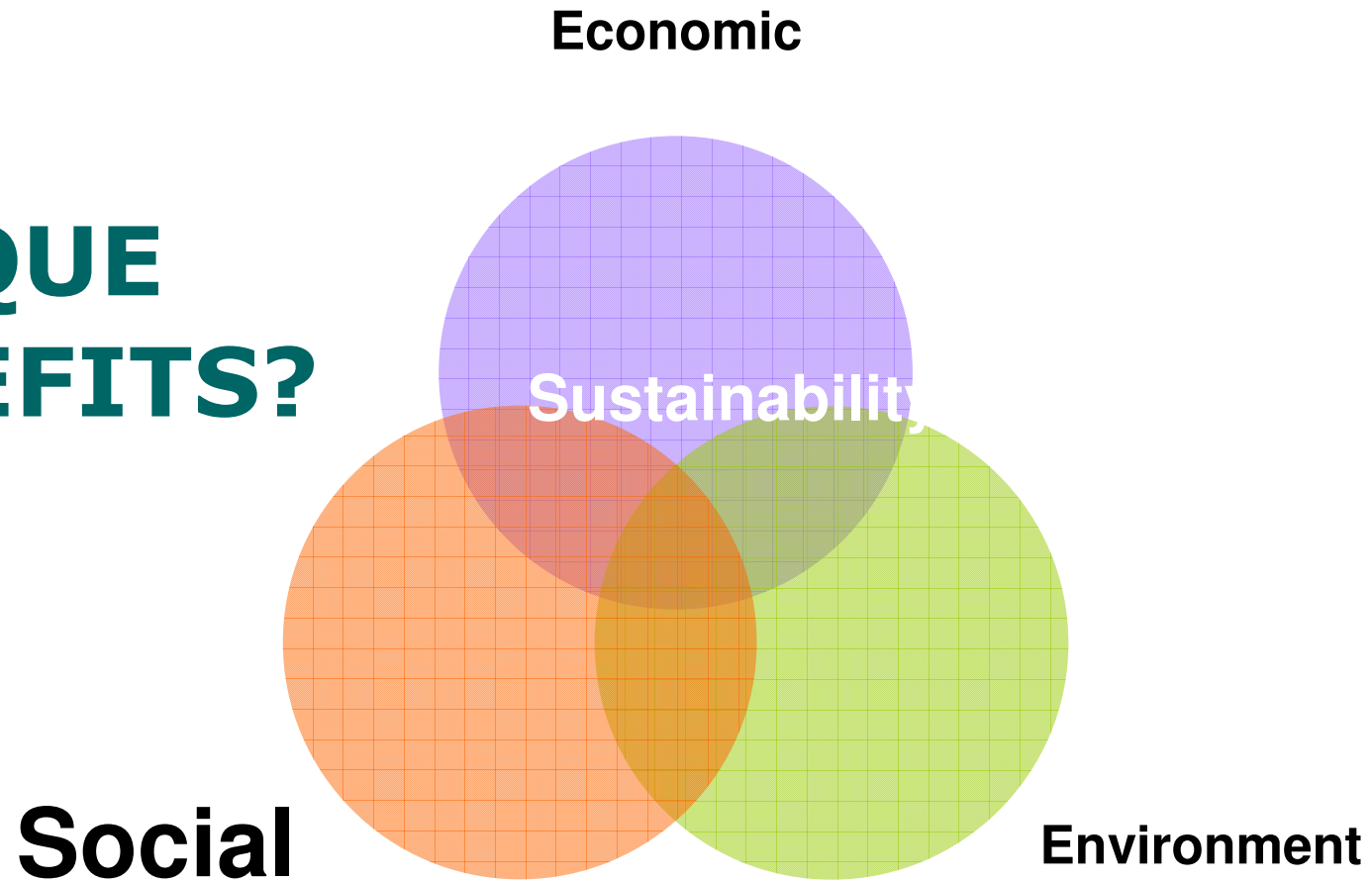
**A new integrated approach to the sustainability challenge.**

**Philippe Wolper**  
**Managing Director**  
**APEAL**

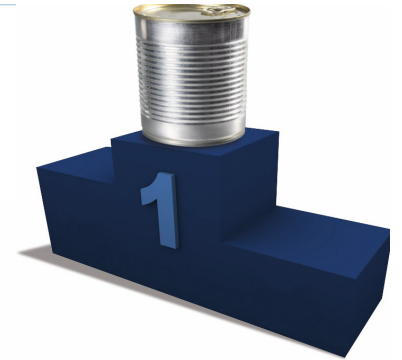


---

# UNIQUE BENEFITS?








# Steel cans **prevent product waste** ...



## Oxygen intake

measured in  $\text{cm}^3/\text{m}^2/\text{day}/1 \text{ bar atmosphere}$ , for 100 microns thickness of packaging

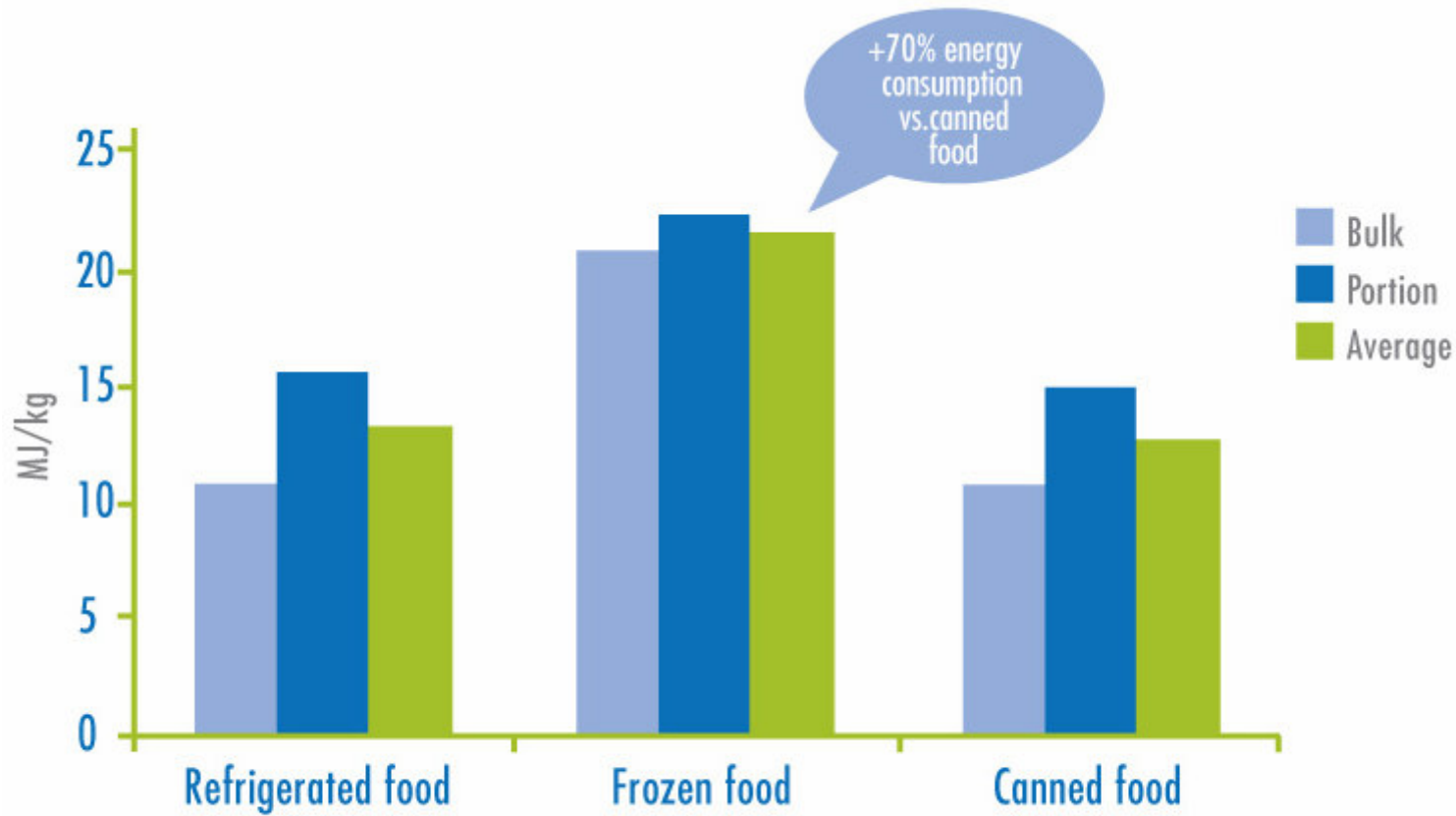
1		Steel can	0 + total LIGHT barrier
1		Glass	0
2		Pouch	<0.1 (with aluminium foil) 17.4 (with EVOH)
3		Carton	<1
3		Rigid Plastics	1,000

Source: Industry expert

... deliver **highest protection** and ...



...allow for **energy free preservation** throughout the supply chain.



Source: Scientific Certification System (scs)



## Protecting products...

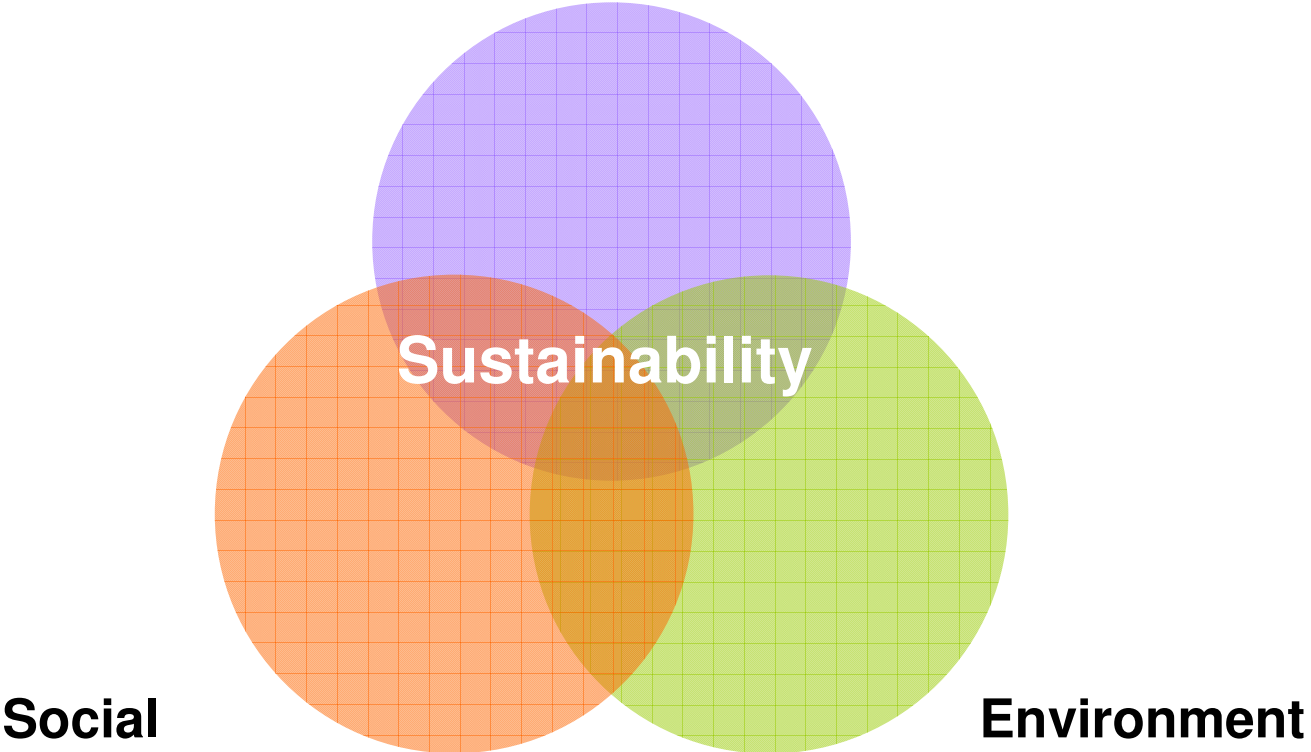
*Naturally*

- Trusted safety
- Ultimate protection
- Energy free preservation

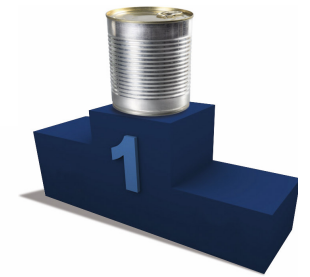


---






# Economic



Steel cans are best in class for **reliability**...



## Failure rate of closing devices

1		Steel can	1/1,000,000
1		Glass	1/1,000,000 (excluding glass breakage)
2		Pouch	1/10,000
2		Carton	1/10,000
2		Rigid Plastics	1/10,000

Source: Industry expert

... and therefore **keep consumers safe** ...










..are **economical through the supply chain** ...



## Filling speeds

for 400ml soups from major European brand owners

1		Steel can	500 units/minute
2		Rigid Plastics	30-400 units/minute (according to filling system)
3		Glass	300 units/minute
4		Carton	30-100 units/minute (according to filling system)
5		Pouch	30-70 units/minute (according to filling system)

Source: Industry expert

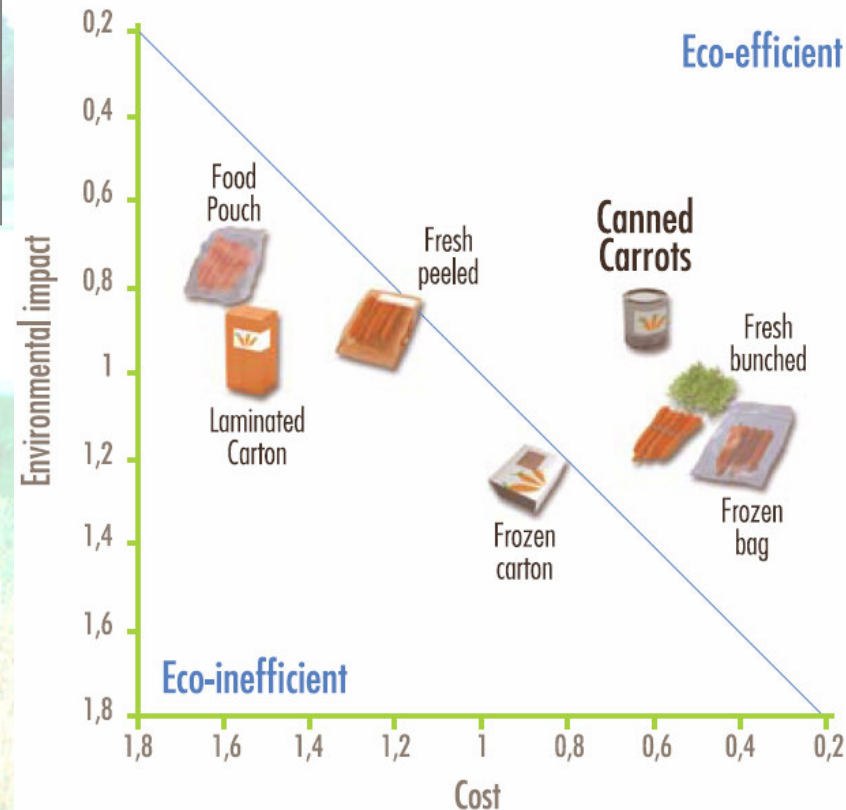


... and deliver highest **eco-efficiency**.

## Eco-efficiency - Food packaging systems

### Environmental parameters:

1. Global warming potential
2. Ozone depletion potential
3. Human toxicity potential
4. Fresh water aquatic ecotoxicity potential
5. Terrestrial ecotoxicity potential
6. Photochemical ozone creation potential



### Cost analysis parameters:

1. Retail price of product
2. Cost of transportation
3. Storage
4. Preparation
5. Cooking
6. Waste disposal



Source: TNO

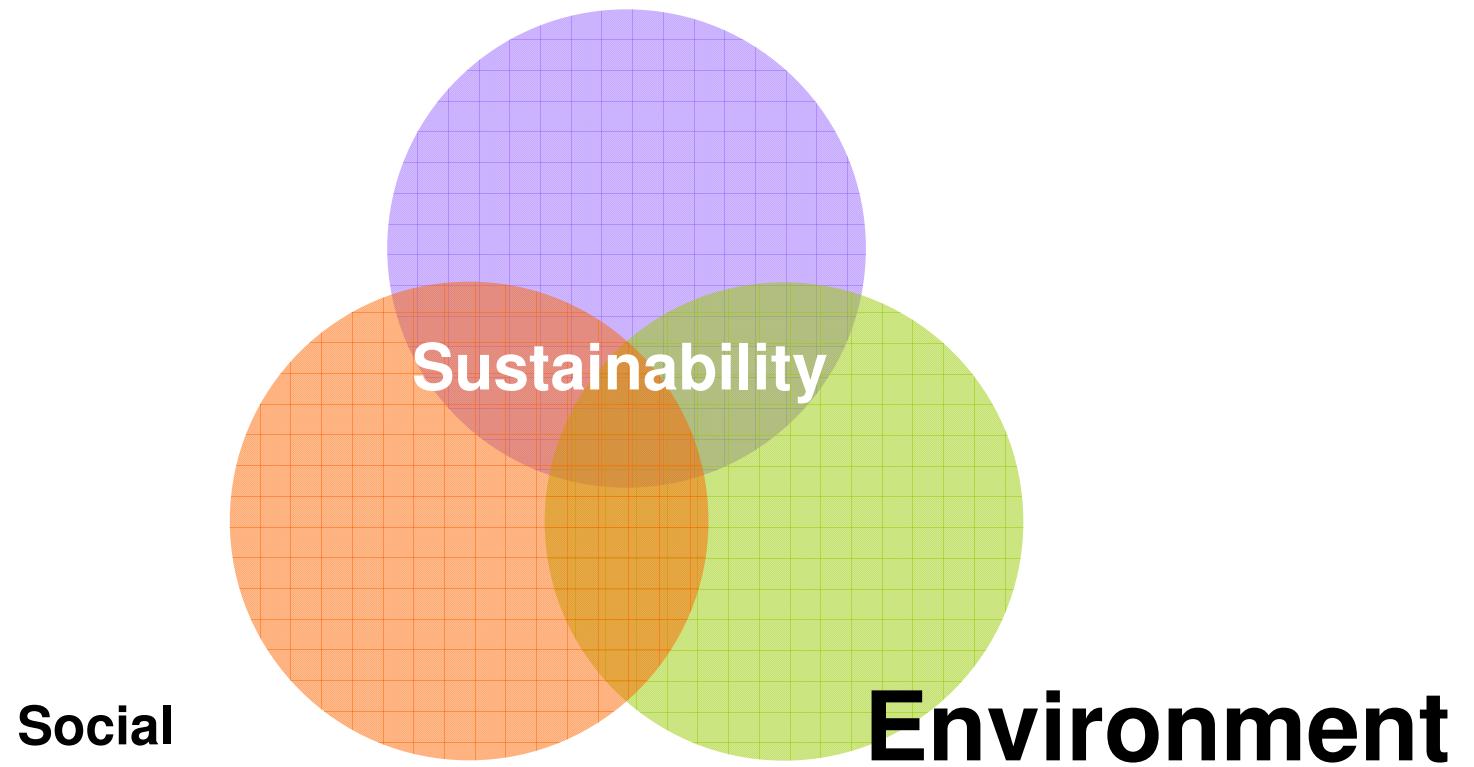
## Delivering for business... *Naturally*

- The benchmark for packaging reliability
- Resistant & magnetic: supply chain efficiency at its best
- Highest eco-efficiency



---

**Economic**

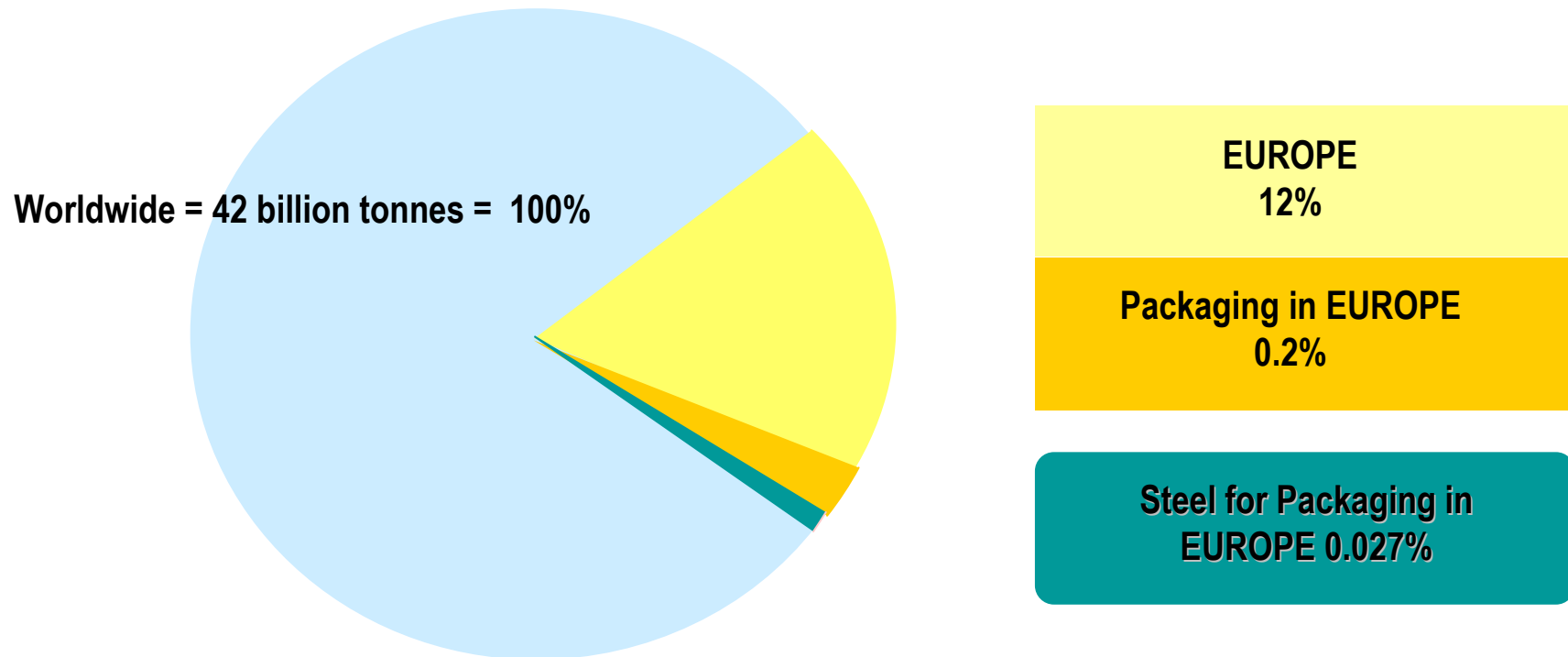


**Social**

**Environment**



# Steel for Packaging: 0.027% of global CO<sub>2</sub> equivalent emissions = 11.4 million tonnes

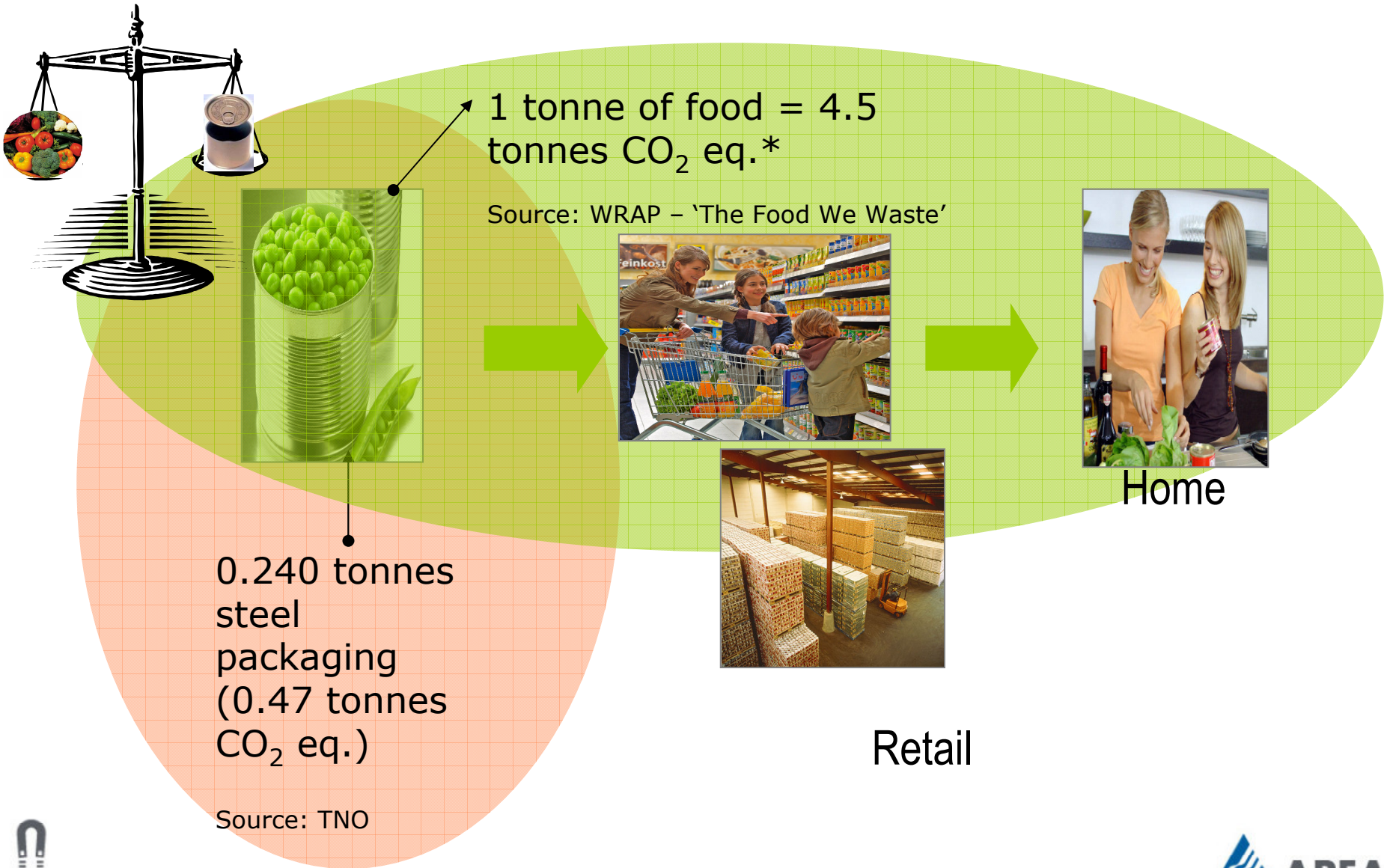


CO<sub>2</sub> EQUIVALENT EMISSIONS  
On a yearly basis



Source: Ref. 2000/2003 – World Resources Institute, EEA, EU Commission

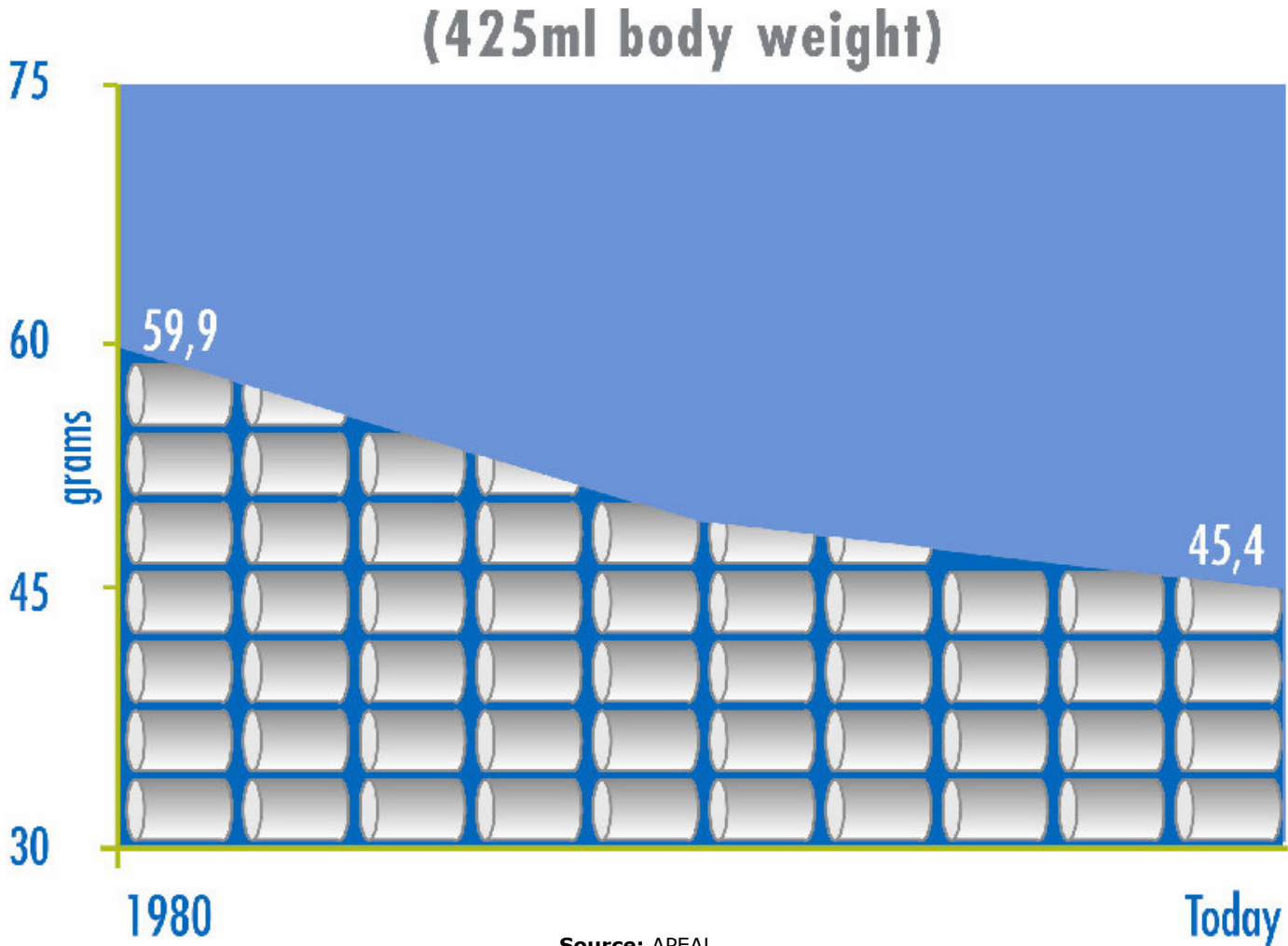
# REDUCTION OF FOOD SPOILAGE REDUCES CO<sub>2</sub> EMISSIONS



\* when thrown away needlessly



# WEIGHT REDUCTION OF STEEL FOOD CANS



1980

Source: APEAL

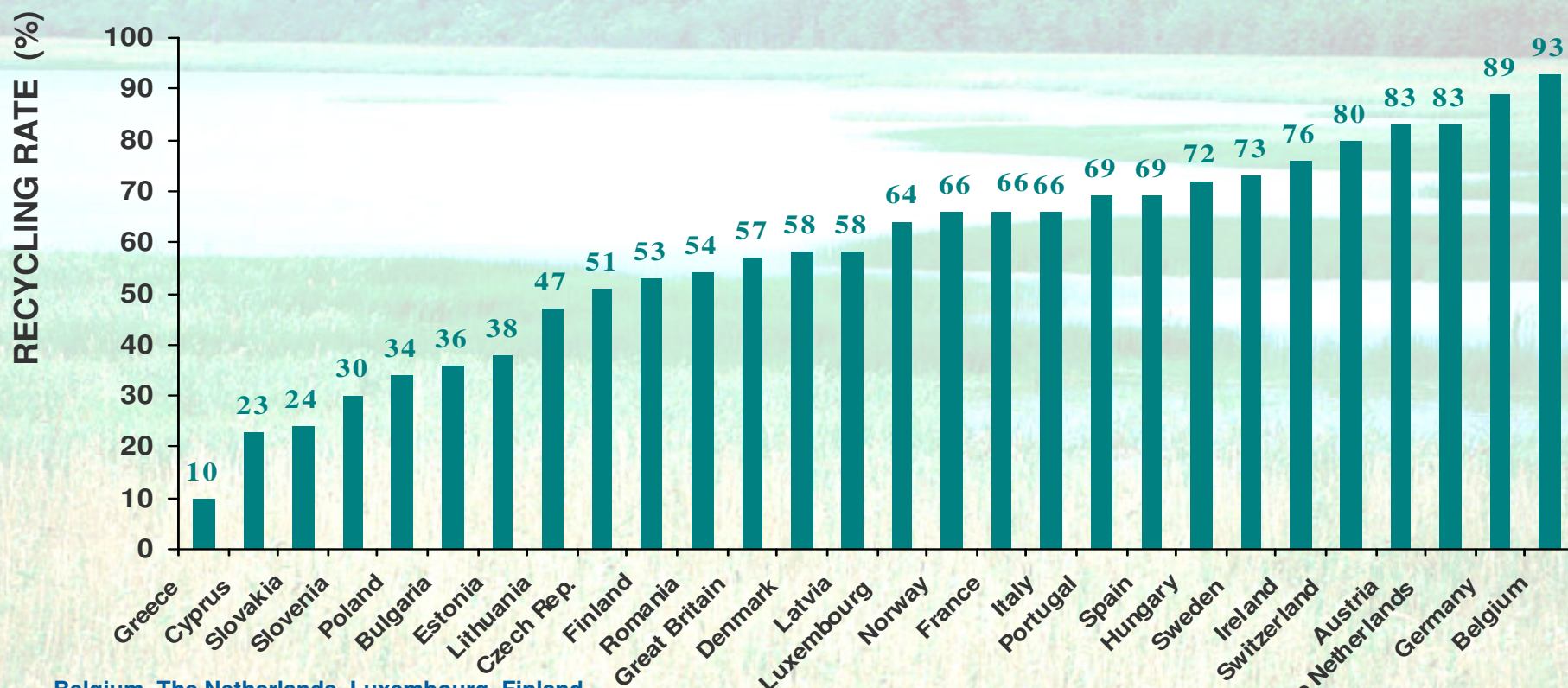
Today



# RECYCLING OF STEEL PACKAGING IN EUROPE



EU27 (+Norway & Switzerland): 66%

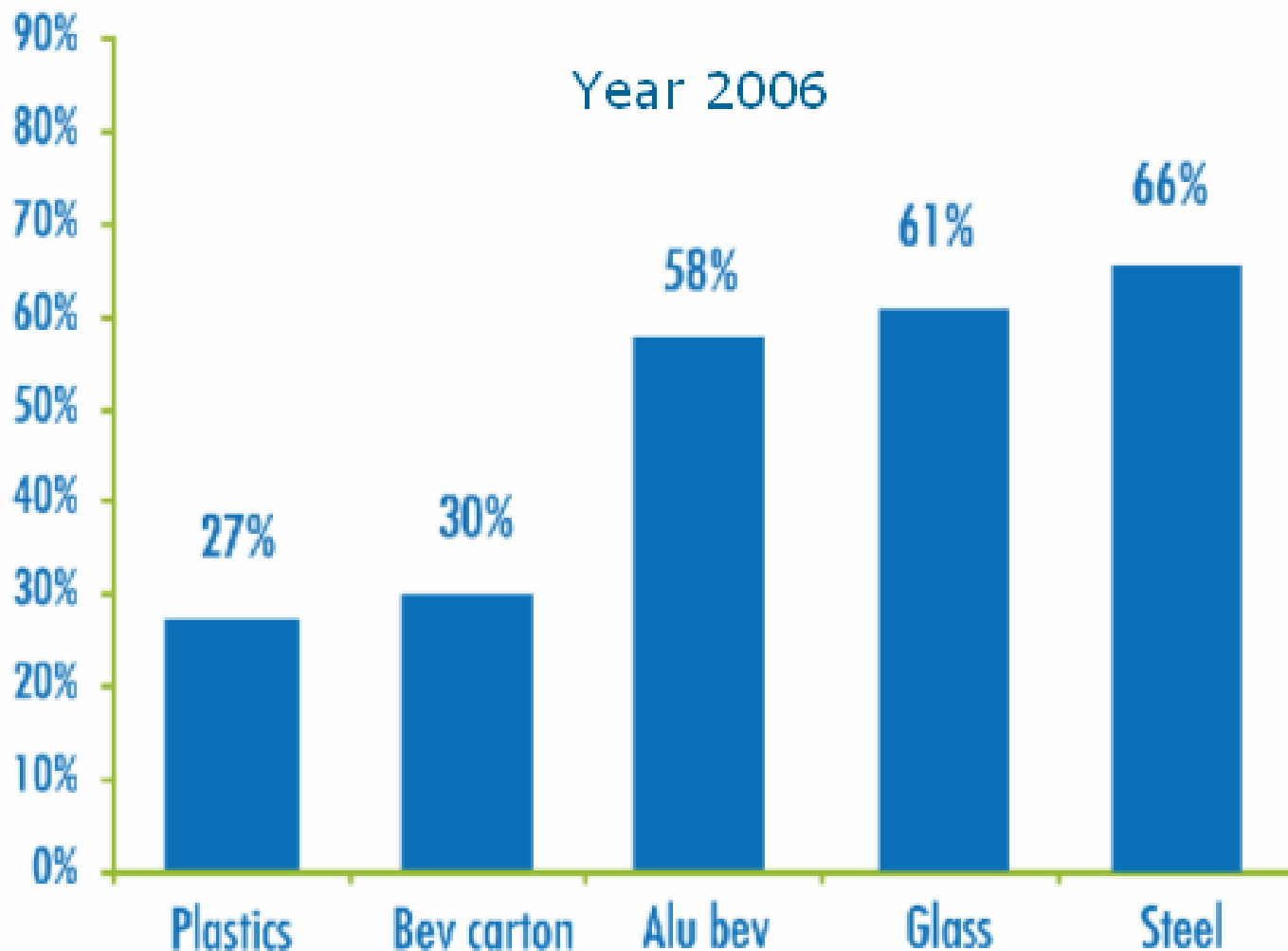


Belgium, The Netherlands, Luxembourg, Finland, Norway, Latvia, Slovenia, Lithuania, Cyprus, Estonia, Bulgaria, Romania: Metal packaging recycling rate (steel and aluminium)

Slovakia, Cyprus, Estonia, Romania, Denmark, Finland (2005 – latest official data)



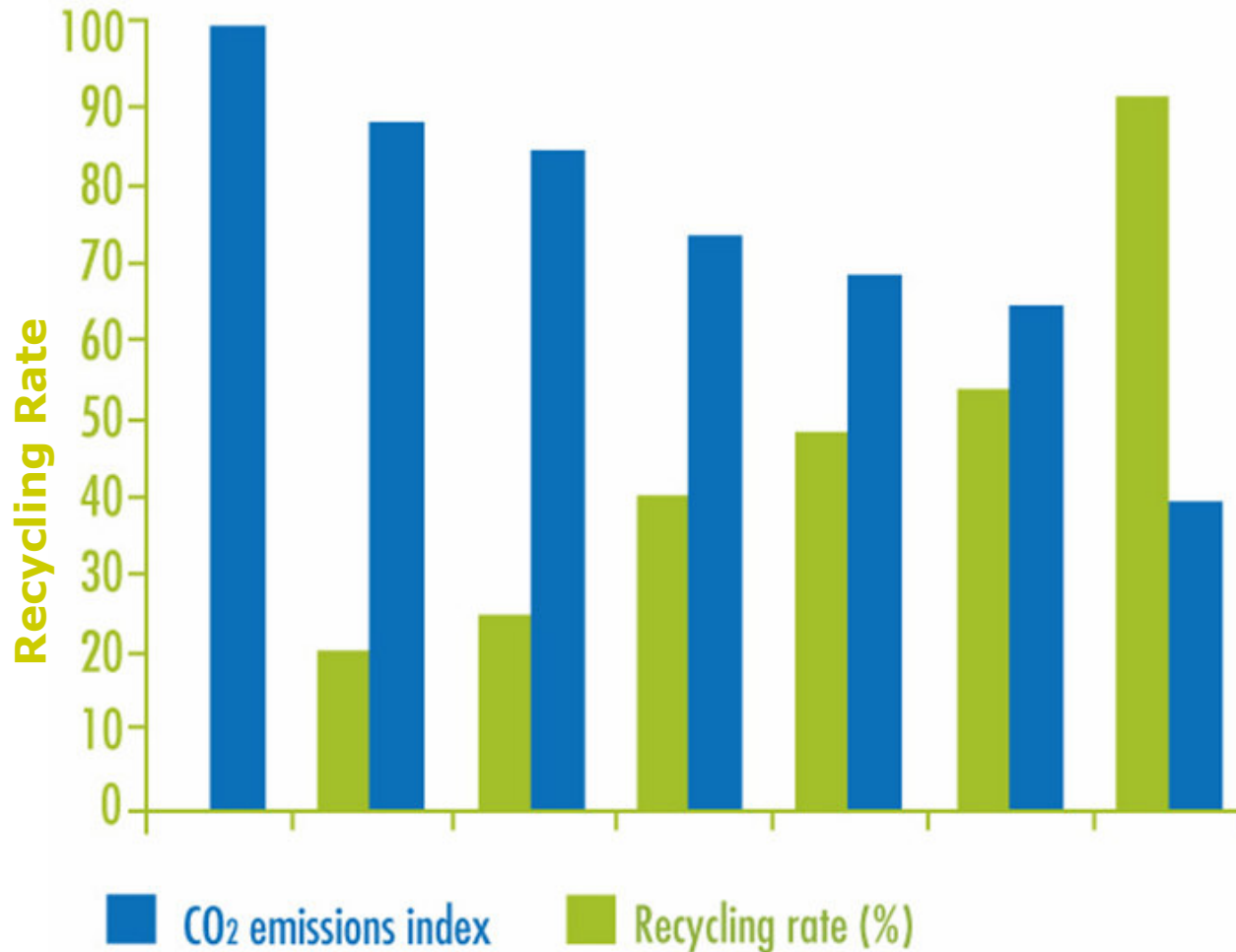
# Steel packaging reaches **high recycling** rates in Europe...



**Source:** Industry expert Association of European Producers of Steel for Packaging (APEAL)- European Aluminum Association (EAA), European Glass Packaging Federation (FEVE) - PlasticsEurope



...which considerably **reduces CO<sub>2</sub> emissions...**



Source: APEAL

More re-cycling  
less CO<sub>2</sub>



## Our mission...

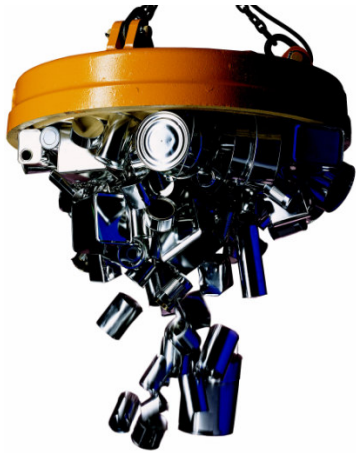
## Caring for the environment...

*Naturally*

- Magnetic sorting, highest recycling
- Eternally recyclable
- Higher recycling, lower CO2
- Saving resources & energy



# INTRINSIC PROPERTIES OF STEEL FOR PACKAGING



**MAGNETIC**



**HIGHEST  
STRENGTH**



**TOTAL BARRIER  
PROPERTIES**

...and **eternally recyclable** without loss of quality.



---

# Steel for packaging sustainability positioning



# UNIQUE?



STEEL  
FOR  
PACKAGING  
*Naturally*





STEEL  
FOR  
PACKAGING

*Naturally*®



*Thank you*

