



**PROTECTING TODAY,
PRESERVING TOMORROW**



STEEL PACKAGING

**A SAFE, HEALTHY AND POSITIVE CHOICE
FOR THE ENVIRONMENT**



 **APEAL**

**STEEL_{FOR}
PACKAGING**

CONTENTS



INTRODUCTION



**SUSTAINABLE PACKAGING
FOR A CIRCULAR ECONOMY**



**HEALTHY AND
NUTRITIOUS FOOD**



WASTE AND RECYCLING



MESSAGE HOUSE



ADDITIONAL RESOURCES

INTRODUCTION



APEAL – the Association of European Producers of steel for packaging – unites the six producers of steel for packaging in Europe - Acciaierie d'Italia, ArcelorMittal, Liberty Liège-Dudelange, Tata Steel, thyssenkrupp Rasselstein and U.S. Steel Košice. Together, these companies employ 200,000 workers in Europe, 15,000 directly to produce steel for packaging across 10 dedicated manufacturing sites.



TATA STEEL



Together, we work with governments, regulators and talk to brands, packaging designers and manufacturers and the public to ensure that steel is understood and appreciated as a high-performing, sustainable, safe and resource efficient packaging material.

85.5% of steel packaging is currently recycled in Europe. 100% of recycled steel is used for new steel products. We also work collaboratively with the European Commission, the European Parliament, the Member States and all relevant stakeholders, to optimise the separate collection of packaging waste at source which is the key to high quality recycling as well as realising our ultimate goal of zero steel packaging to landfill.

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 ranging from food and beverages, to paint, polish, waxes and more than 1,500 product categories in aerosol sprays alone. And today, steel packaging is set to play a significant role in future global food challenges. How and where food is produced will inevitably change in the coming years and coupled with that will come increasing pressure to reduce waste at all stages across the supply chain, whilst continuing to preserve food safely and effectively.

Sustainable packaging
for a circular economy

USING THIS INFORMATION PACK

This information pack is an extension of our website: www.steelforpackaging.org

Inside, you will find information that will help you to question common misconceptions about packaging and share the benefits of steel packaging with your audience and followers.

The information provided will help you to ensure consumers can make informed decisions about the packaging of the products they buy and take an active role in the transition to a sustainable economy.

A range of additional communications resources are available including images, films and other content, all of which can be used free of charge in your own communication campaigns, on your website, in blogs or on social media platforms.

A message house is also included to help you identify key messages and help consumers make a positive choice for the environment. Use this as a reference tool when talking about the environmental, social and economic benefits of steel packaging.

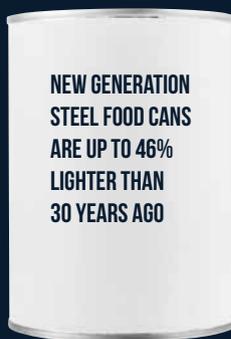
**FOR MORE INFORMATION PLEASE ALSO
REFER TO WWW.STEELFORPACKAGING.ORG**

SUSTAINABLE PACKAGING FOR A CIRCULAR ECONOMY

In the years ahead, the packaging industry will be shaped by every aspect of sustainability, from resource efficiency to reducing food waste and designing for recyclability. And for every stakeholder, it will only become more important to communicate clearly to consumers in all of these areas.

If we are to do so effectively, we must also understand how the steel packaging industry is supporting the global drive towards the realisation of a truly circular economy.

THESE ARE THE FACTS



Steel not only continues to serve its original purpose more effectively than any other packaging material but continues to evolve to meet the changing needs of both producers and consumers. And today, steel is an integral part of the EU effort to achieve the resource-efficient vision for Europe and a greener future, the ultimate aims of the European Green Deal.

APEAL will continue to work towards the adoption of EU policy for sustainable products and circular design that recognise the sustainability benefits of multiple recycling whilst also acknowledging wider environmental issues including marine litter and deforestation.

The following chapters explore each of these topics and the unique properties of steel for packaging in more detail, providing expert insight, a suite of key messages for use in consumer communications campaigns, and details of additional resources and assets which can be used free of charge.

Introduction

Healthy and nutritious food



HEALTHY AND NUTRITIOUS FOOD

“...Food packed in steel locks in nutrients and contributes to reducing household food waste...”

Since canning technology came of age in the 20th century, the can has been a safe, effective and affordable means of not only preserving food, but locking in nutrients, such as vitamins and fatty acids, in both premium products and everyday items.

Canning works by heating airtight cans to sterilise the food inside them, as sterilisation by heat retains the macronutrients, proteins, lipids and carbohydrates of food.

According to **Elisabeth Payeux of the French Canning Institute CTCPA**, vitamins are preserved at the rate of about 70% in canned products, similar to the content in fresh foods that have been stored for several days before eating.

In addition, modern farming, harvesting and packing practices mean that fruit and vegetables are canned quickly after harvesting, usually within as little as four hours.

Such quick processing facilitates the preservation of most of the original organoleptic and nutritional qualities of the produce and limits the loss of water-soluble vitamins (C and Group B vitamins).

Research carried out by the German **SGS Fresenius Institute in 2015** showed that the vitamin content of food packaged in steel is equal to and sometimes even higher than that of freshly prepared without needing additives or preserving agents. 200g canned tomatoes were shown to contain one third of the recommended daily intake of

vitamin C and two thirds of the recommended daily intake of vitamin A, well ahead of the freshly prepared equivalent.

Similarly, many types of fish such as salmon, tuna and sardines are canned shortly after being caught, preserving beneficial nutrients such as Omega 3 fatty acids.

According to Sara Menker, founder and chief executive of agricultural data technology company Gro Intelligence, the world could be facing a 214 trillion calorie deficit within the next **decade**¹.

Despite this, an estimated 88 million tonnes of food are wasted every year in the **EU**². Using steel for packaging can be part of the solution, as food packed in steel stays fresh for longer, retains its flavour and is less likely to be damaged, spoiled, or unnecessarily **wasted**.

Steel's strength and 100% barrier against light, water and air protects food, minimising product loss during transport and storage.

Misshapen or “ugly” food which might be rejected as fresh by stores can be canned and processed as normal, minimising unnecessary product loss to landfill.

Portion sized packaging allows consumers to buy in precise quantities, minimising the amount of food that is thrown away by householders. And finally, steel packaging allows consumers to store and access food for long periods without the need for fridges or freezers.

Sustainable packaging
for a circular economy

Waste and recycling

ADDITIONAL RESOURCES

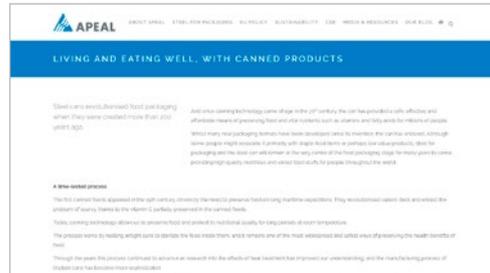
These resources can be used free of charge in any of your communications with consumers or other groups interested in sustainable packaging.



Steel for Packaging helps save food, from farm to fork



Why Steel? Brochure



Living and eating well with canned products, by Elisabeth Payeux, Deputy Managing Director CTCPA



Can you spot the difference?



Healthy and nutritious food

Waste and recycling

WASTE & RECYCLING

85.5% OF STEEL PACKAGING IS CURRENTLY RECYCLED VS A RECYCLING RATE OF 51% FOR LIQUID BEVERAGE CARTONS OR 41% FOR PLASTICS*

Most materials can in theory be recycled, but many can only go through the recycling process a finite number of times. Eventually, their quality is degraded to such an extent they cannot be used again. If Europe is to achieve its vision of moving to an efficient, waste-free and circular economy, brands need to recognise the importance of using permanent materials such as steel that can maintain multiple material loops without loss of quality and where 100% of the output is used to make new products.

Steel for packaging is a proven model of circularity. Magnetic properties make steel the easiest and most economical packaging material to recover from any waste stream, steel scrap is a requirement in the process for new steel and it can be recycled forever without loss of quality. It is estimated that 75% of all steel products ever made are still in use today.

* APEAL 2020 figures, latest available data, reviewed by independent 3rd party Eumonia

EACH ITEM OF RECYCLED STEEL PACKAGING SAVES OVER ONE AND A HALF TIMES ITS WEIGHT IN CO₂

Healthy and nutritious food

Message House

ADDITIONAL RESOURCES

These resources can be used free of charge in any of your communications with consumers or other groups interested in sustainable packaging.



Metal Recycles Forever



Metal Packaging Recycling



Healthy and nutritious food

Message House

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Healthy and nutritious food

Message House

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Model Material for a Circular Economy



Unbeatable Weight Resistance



Unbeatable Barrier Protection



Unbeatable Puncture Resistance



Unbeatable Fire Resistance

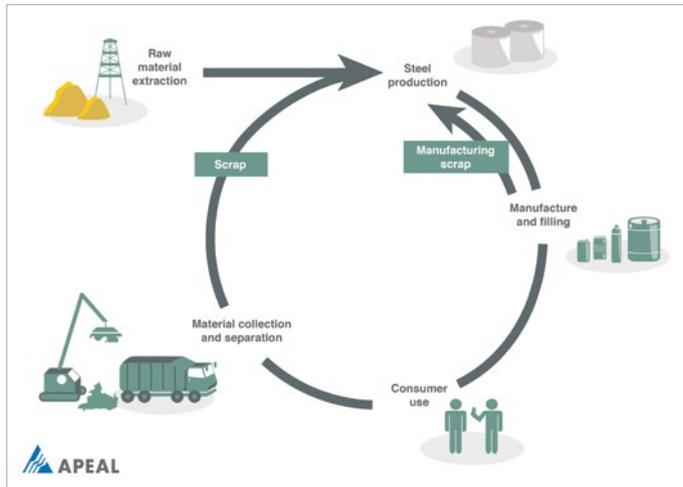


Unbeatable Impact Resistance

Healthy and nutritious food

Message House

ADDITIONAL RESOURCES



KEY MESSAGES

PROTECTING TODAY, PRESERVING TOMORROW

A positive choice for the environment

Steel packaging is a sustainable alternative to plastic

100% of all recycled steel packaging is used again to make new steel products

Worldsteel Association estimates 75% of steel products ever made are still in use

Steel is the most recycled packaging material in the world

Steel's unique magnetic properties make it easy and economical to recycle infinitely

STEEL RECYCLES FOREVER

No additives or chemical preservatives are required to protect canned food at ambient temperatures

Canning food locks in the nutrients

Food packaged in steel has equivalent vitamin content to freshly prepared

Bacteria are eliminated by temperatures up to 135°C in the canning process

Fruit and vegetables, usually canned within hours of harvesting, retain their nutrients throughout their shelf life

STEEL PACKAGING HELPS TO REDUCE WASTE

Steel packaging offers the longest shelf life of all packaging

Fresh fruit and vegetables spoil within one week but canned food easily outlasts its 3-year best before date (MPE)

Portion-sized packaging helps consumers to choose the size they need and throw less food away

Steel packaging provides a 100% barrier against light, water and air, preventing spoilage and cutting waste

FOOD PACKED IN STEEL IS SAFE, HEALTHY AND NUTRITIOUS

Waste and Recycling

Apeal members

APEAL MEMBERS



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libertysteelgroup.com

TATA STEEL

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thyssenkrupp

www.thyssenkrupp-steel.com



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