STEEL FOR PACKAGING UPDATE
APEAL

Editorial

This latest issue of Steel for Packaging Update is centred on Interpack where, for the first time, APEAL hosted its own stand and launched a call to all stakeholders to "Take a fresh look" at Steel for Packaging.

Essentially this campaign seeks to remind stakeholders of the continuing relevance of steel as an effective and sustainable packaging material for all actors in the supply chain, contributing to their sustainability objectives whilst protecting and preserving products like no other.

Steel still leads recycling rates in Europe and hold its own against other packaging formats when it comes to eco-efficiency. Yet research continues to show that perception is not always reality and the supply chain must continue to communicate the great environmental credentials of Steel for Packaging.

As such we have made it easier to connect to Steel for Packaging than before, so that you can have the facts, the news and the latest discussions at your fingertips wherever you are.

So read on, and take a fresh look at Steel for Packaging!

Patricia Mobbs,
Editor

Inside Brussels

Alexander Mohr on Steel for Packaging in European policy discussions

> *APEAL welcomes the outcome of the long-awaited circular economy package, including the reform of the Packaging and Packaging Waste directive, delivered 2nd July.*

It is no secret that we have for a long time now promoted higher recycling rates and zero steel packaging to landfill, our industry objective has long been 80% steel recycling by 2020. So to see the EU move in that direction, another step towards a true recycling society demonstrates the true relevance of steel as a sustainable packaging solution in Europe.

The new reform increases the EU recycling objective for all materials and across all member states. The new reform creates a more level playing field for the different materials, where good performers are not put at a disadvantage. The proposal also bans the landfilling of recyclables by 2025.

The recycling target for steel is now 70% (previous was 50%), rising to 80% by 2025. Considering the current European recycling rate of 74% Steel for Packaging and that top 5 EU performers already recycle an average of 90% of Steel for Packaging between them, APEAL believes this is certainly achievable, with additional activities in the packaging chain.

This is good news for steel packaging and the circular economy, because increased recycling translates into resource efficiency, waste prevention and environmental protection. Increasing the amount of post-consumer steel packaging to be recycled is a good way of decoupling economic growth from resource use and the steel for packaging industry aims at helping the EU to move further in this direction.

APEAL also welcomes the announced objective to reduce food waste by 30% across the food chain. Indeed appropriate preservation and protection of food from harvesting through to conservation in the home, as provided by the steel food container, can contribute to the both food safety and food security in an increasingly pressured global food environment.

Steel is currently the most recycled packaging material in Europe. Easy to sort, recover and recycle, Steel for Packaging can be infinitely recycled without any loss in quality or properties. European policy makers are increasingly acknowledging these advantages of steel packaging and its role in this circular economy. Steel is a benchmark product in terms of effective recycling and sustainable performance and will play an increasing role in this context in the upcoming discussions at EU level.

APEAL will continue to put resources into ensuring that the full benefits of steel as a sustainable packaging material are understood across Europe, so that all EU member states can be brought up to the recycling level of today's best performers. We are also pleased to see the EU taking a stance on food waste and APEAL must now expand our role to ensure understanding for how steel, with all of its natural preservative qualities, can and will play a valuable role in reducing food waste.

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Steel moves closer to its 2020 recycling rate objective of 80%

APEAL released the latest European steel recycling figures to a large audience at Interpack.

In 2012, 2.6 million tonnes of steel packaging were recycled to make new steel products, corresponding to an average European rate of 74%. This reinforces the long term trend for steel as the most recycled packaging material in Europe.

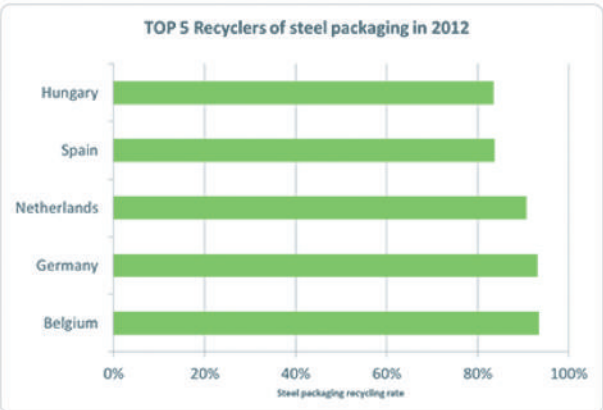
Steel packaging's recycling rate has increased threefold over the last 20 years. This can be attributed to a combination of the material's infinite recyclability, the ease with which magnetic steel can be recovered from the waste stream and recycled, an understanding of the resource and emissions savings to be gained and the successful implementation of national waste management disposals that have increased the quantity of post-consumed steel packaging collected from households.

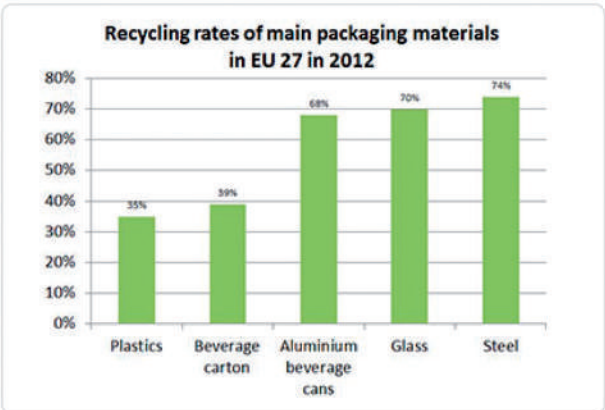
While steel maintains its position as the most recycled packaging material in Europe, it is clear there is still some work to be done in order for the industry to hit its vision of 80% recycling rate by 2020. But there is no doubt for the industry that this target will be achieved especially when you consider the top 5 recycling countries in Europe already have an average steel recycling rate of 90%.

Steel remains the most recycled packaging material in Europe. Plastic, beverage cartons, aluminium and glass demonstrate rates of 35%, 39%, 68% and 70% respectively (according to latest available data).

A tonne of recycled steel saves over one and a half times its weight in CO_2 emissions, over twice its weight in raw materials and uses 70% less energy than producing steel from virgin sources.

The methodology and data sources used for the calculation of the European steel recycling rate have been once again reviewed independently by the energy and waste specialist consultancy, Eunomia, who have confirmed the credibility of APEAL's methodology and data.





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Taking a Fresh look at Steel for Packaging

APEAL hosted a dedicated 'Steel for Packaging' stand for the first time at the recent Interpack show held in Düsseldorf, 8th - 14th May 2014.

The show, which takes place every 3 years, is one of the world's leading packaging trade fairs and the largest of its kind in Europe.

It proved to be an ideal platform for APEAL to engage the packaging industry in discussions about the benefits of this exceptional material, including its "permanent material" status, world-leading recycling rates, performance through the supply chain and position as a trusted material among consumers.

The show was a huge success for APEAL as we welcomed delegates from across the globe onto the stand to talk about the environmental, sustainability and performance credentials of Steel for Packaging.

APEAL also co-hosted the Metal Packaging Forum alongside Empac (the European metal packaging association) and VMV (the German rigid metal packaging association), where a dedicated Steel Day announced the 2012 recycling rate and previewed the latest research into the sustainability credentials of Steel for Packaging.

Brand owners acknowledge the reliability of steel, yet underestimate its recycling performance

> *Undertaken by UK-based Sheffield Hallam University, and previewed at Interpack, the study examined brand owners' attitude towards the competing environmental claims of packaging materials and the considerations that influence their choice of material.*

The study shows the extensive environmental knowledge of brand owners, the majority being 'familiar' or 'very familiar' with processes such as lifecycle analysis, light weighting, material substitution and recycling rates. 89% demonstrated awareness of steel as a Permanent material that can be recycled without loss of quality within a closed loop.

However the study found a certain number of misconceptions when it came to the performance of different materials. A large majority was unclear about real material recycling rates, despite over half (58%) confirming that recyclability affects their choice of packaging material. Steel was recognised (by 82%) as providing the best resistance to damage, but the vast majority (95%) did not appear to know that steel provides the longest shelf life of any packaging material.

"The results indicate there is still work to be done in communicating the real recycling and sustainability performance of their packaging materials to brand owners."
Dr Alaster Yoxall, principal research fellow at Sheffield Hallam University

At a time when consumers are increasingly aware of and receptive to sustainability messages it is important that brand owners be encouraged to place greater emphasis on recyclability and performance to drive their packaging choices. What is clear is that the relevant information needs to be more effectively conveyed or more accurately received.

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APEAL's tinplate Life Cycle dataset, the European reference

> *APEAL's tinplate Life Cycle Inventory (LCI) dataset has been quality-reviewed and is now accessible from the European Reference Life Cycle Database (ELCD), a new database launched February 6th 2014 by the European Commission.*

The ELCD allows simple web-based access to high quality life-cycle data from reliable sources. International Life Cycle Database (ILCD) entry-level requirements have been established to guarantee a certain level of documentation, methodological consistency and coherence among the referenced datasets. Publication of APEAL's LCI dataset on this platform confirms it as the dataset of reference for steel packaging across Europe.

Contributing data to this network will improve the understanding of Steel for Packaging's environmental credentials, notably that the steel for packaging industry in Europe has lowered its global warming potential (mainly CO_2 emissions) by 9% over two years.

The aim of the ELCD is threefold; to increase confidence in the quality of life-cycle data, to reduce costs for life-cycle analysis, and ultimately allow all types of business and governments to effectively assess the environmental credentials of different materials and make more informed decisions when it comes to policy making and purchasing. All details of the APEAL tinplate LCA including the link to the dataset can be found here.

Wherever, whenever… more Steel for Packaging dialogue channels

> *The Steel for Packaging tablet app, available on android and Apple tablets, was launched earlier this year in response to growing demand from steel packaging manufacturers for a mobile forum providing reliable information on the capabilities and qualities of steel as a packaging material.*

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" Alexander Mohr, secretary general of APEAL.

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

You can also:

- Visit the APEAL website
- Discover the 7 key benefits of Steel for Packaging on the Steel for Packaging website
- "Take a Fresh Look" at Steel for Packaging's sustainability credentials in the infographic animation

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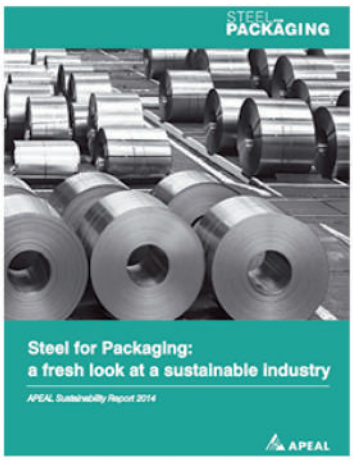
Take a fresh look at a sustainable industry



Launched at Interpack and available online the APEAL Sustainability Report "takes a fresh look" at the sustainable Steel for Packaging industry, highlighting the different actions taken in recent years by Apeal's members to benefit communities, the environment, employees and value creation.

Read the Apeal Sustainability Report 2014