

ISSUE #3  
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# STEEL<sub>FOR</sub> PACKAGING UPDATE

Interview with  
Philippe Diercxsens, Danone

Recycling in France

Interview with  
Gordon Shade, EMPAC



# National Newsbrief



## Polish producer responsibility legislation



The Polish government is currently discussing an amendment to the Polish producer responsibility legislation for packaging waste. The Polish Producer Responsibility Act was adopted on 11 May 2001 and amendments entered into force on 1 April 2005. The draft law - first discussed in 2006 - which will replace the Act on Packaging and Packaging Waste and some of the provisions of the Producer Responsibility Act, aims to tighten up the existing regime to ensure that Poland meets the Directive's second-stage targets by the end of 2014.

Amongst the changes is the proposal to introduce product fees on packaging to be paid by producers who do not meet their recycling and recovery targets. These product fees will be clarified by the publication of more detailed calculation rules. Revenues from the product fees and, if introduced, a plastic bag fee, will go to the 16 regional authorities in Poland, and will be used by them for selective collection and public education. This measure is intended to reinforce the system for collection of waste in Poland. Steel for packaging has a recycling rate of 33% in Poland and an average of 71% in Europe.



## Deposits in Brussels



Two years after the Walloon government programme (2009-2014), a resolution requesting the examination of the feasibility of introducing a deposit system for cans has been tabled. As this is non binding, no immediate legal action in Brussels is expected. In the meantime, the Walloon region commissioned a feasibility study on the introduction of a deposit system for cans. A consultant has not yet been selected and results are not expected before summer 2011. The Flemish government however does not envisage any significant changes in their waste policy and has confirmed that it does not intend to introduce a deposit system in Flanders, blocking implicitly the initiatives of the other regions.

# Editorial

**APEAL, the Association of European Producers of Steel for Packaging, brings you the third edition of our publication “Steel for Packaging Update”.**


**APEAL continues to focus on making ‘Steel for Packaging – protecting today, preserving tomorrow’ relevant and tangible to our stakeholders. This focus drives the activities and objectives for APEAL. On the one hand, we aim to make a positive contribution to the development of EU policy relating to steel for packaging by communicating its unique environmental, social and economic benefits with EU decision-makers. On the other hand, by working closely with relevant stakeholders and providing useful information, we aim to ensure a common understanding and support for steel as a sustainable packaging material solution. With these new priorities set, APEAL remains committed to a coordinated industry initiative with our partners to addressing the political & legislative challenges our industry is currently facing both on European and national levels. APEAL’s activities are underscored by close cooperation and interactive dialogue with all our stakeholders.**

**Highlights of this edition include an interview with Philippe Diercxsens, Packaging & Environment Co-ordinator for Danone, who shares his perspectives on the functionality of packaging and its role in combating food waste; an interview with Gordon Shade, CEO of EMPAC, on supporting the industry & the General Line Taskforce, a sector specific initiative; an introduction to collection systems in France. Finally, in the year that the can celebrates its 200th birthday, we take a closer look at the various canned food industry associations in Europe and their latest campaigns to demonstrate how canned food is a high performing, safe, reliable and sustainable solution for the future.**

**Following feedback received on the last issue, we have optimised the format & user-friendliness of the online version available at [www.apeal.org](http://www.apeal.org). We hope you enjoy the changes and find informative and refreshing articles.**

**Hugo Loudon,  
President of APEAL**

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*Packaging & Environment Co-ordinator  
for the Beverages Division of Danone SA  
in Brussels*

# The Interview

## Philippe Diercxsens, Danone

**While there is much debate on reducing the need for packaging, the fact that it performs an essential role is often overlooked. Nowhere more so than in the food and beverage sector, where packaging has been in use to preserve foodstuffs for over a century. We asked Philippe Diercxsens, Packaging & Environment Co-ordinator for the Beverages Division of Danone SA in Brussels, for his view.**

**You work in a sector where large amounts of packaging are used. How essential is packaging to your products?**

People think of Danone as a French company, but our origins come from Barcelona in 1919, where a pharmacist wanted to supply yoghurts for children as a health food. Even then, the importance of packaging and supplying convenient portions was understood. He used porcelain cups – nowadays we have more modern alternatives.

And this focus on portioning is fundamental. A lot of the wastage associated with food and drink comes from inefficient portion sizes.

Did you know that households throw out more food than supermarkets, restaurants and the food processing industry combined?<sup>1</sup> People may buy too much of something, which then goes off before it can be used, etc.

**Controlling waste is an important issue for your business then?**

It is a fundamental issue. In the food and beverages sector, how to cut down waste is what drives our industry. More than half of food waste is avoidable; it could have remained consumable if it had been managed better, stored correctly, used in time or cooked in the correct quantities.

<sup>1</sup> Source: Food Waste Reduction and Recycling Market Study (2002); research by C-Tech Innovation.

<sup>2</sup> Source: Brook Lyndhurst (2007) WRAP Food Behaviour Consumer Research.

“On average, every one of us throws away about 100 kilos of food a year that could have been used.”

We all waste food unnecessarily. On average, every one of us throws away about 100 kilos of food a year that could have been used. Younger working people can often be the most wasteful – they are more likely to buy too much, or to change their plans from day to day so that planned meals are not eaten. That said however, the most food waste of all is from cooked food left on plates.<sup>2</sup>

We are of course most concerned with minimising waste in the food production and distribution cycle, from agricultural product to the consumer table. It is calculated that some 30-40% of all food waste takes place within this cycle, and that is taking into account the storage and packaging methods we have already. Without such means of storage and delivery, that figure would be a lot higher.

In many ways, steel represents an ideal packaging material for us, as canned products have a long shelf life, require no cooling or freezing, and therefore help avoid food waste even in very hot countries.

#### **What sort of food products are we talking about?**

The product groups that we are concerned with are dairy products, baby foods, medical foods and packaged water. The packaging we use for these products has to be not only strong enough to preserve the contents during transport and delivery, but also certified as safe for food contact applications.

We design our packaging to be as light as possible, consistent with structural integrity, in order to reduce fuel costs. But the most important criteria for our packaging are toughness and security against leakage. For this reason we tend to err on the slightly heavier side if necessary when designing our packaging – the most important requirement is that the contents are not spoilt.

#### **And your carbon footprint?**

##### **Do you take steps to minimise this?**

Of course! We want to minimise our carbon footprint like everyone else. But I come back to the importance of preserving the integrity of our food products during transport and distribution. We use significant amounts of energy in the production of our foods and beverages, and any leakage or spoilage from those products during distribution is a waste not only of the product, but also the energy used in producing it.

##### **What is most important to you in your product packaging?**

For us, meeting consumer needs has always been about finding the right balance between portioning and packaging. Both have their influence over food waste and spoilage, and getting the balance wrong can mean lost resources, waste of raw agricultural products, water, fertiliser, etc., and higher carbon emissions.

“For us, meeting consumer needs has always been about finding the right balance between portioning and packaging. Both have their influence over food waste and spoilage...”

But we are always looking for ways to reduce weight while retaining strength. On average, the materials used in our packaging are now about 50% of the weight they were 20 years ago. And as recycling has become more and more important, so we actively search for materials that can be used and re-used. In the past, plastic materials used for food-contact applications could not be recycled, but that has changed now that the technology has advanced.

Designing the best packaging is also about societal development and living style. If you are living in a city-centre apartment, you are more likely to buy perishable foods from the supermarket. So finding ways to ensure that our products can endure the complete distribution cycle from production to consumer table, as fresh as possible and with no spoilage, is critical.

Our packaging, its portions, strength and structural integrity, play an essential role in delivering our food products safely to the consumer’s table. Without it, food wastage in the production cycle would be significantly higher.

# Taking corporate social responsibility seriously: **U.S. Steel Košice**

## **CSR in the Steel for Packaging industry**

The steel for packaging industry, like many cross-border business sectors today, takes its corporate social responsibilities (CSR) very seriously. The scope of CSR activities is far-reaching ; it's about how well businesses and production sites manage to integrate with and take account of the needs of their local community, how they support employees through family-friendly working conditions & respect for their health & well-being, & their efforts to reduce environmental impact by using less energy



In the first of a series of articles about CSR in our industry, Steel for Packaging Update illustrates how U.S. Steel Košice in Eastern Slovakia is supporting neighbourhood communities and thus playing a unique and positive role in local lives. The impact of the work done by our industry in helping to support local culture, sports, education and more, has a positive impact far beyond the factory walls.

### **U.S. Steel Košice (Slovakia) – ‘the good neighbour’**

Iron ore has been mined in the region as far back as 600 BC, but modern steelmaking only began on a larger scale in the 1960s, and expanded greatly with the transfer of the East Slovakian Steelworks into US ownership in November 2000.

U.S. Steel Košice is now the largest private employer in Slovakia and the largest employer in the East Slovakian region, with a workforce of more than 13,000 people including subsidiaries. The company represents a successful partnership between Slovak technical skills/knowledge and American plant management and market experience, and is one of the largest producers of flat-rolled products in Central Europe.

The company is an active and responsible part of the local community, supporting economic development in the Košice region as well as

the Slovakian economy as a whole. In 2001 it launched a major project to create employment and boost the Eastern Slovak economy, the Economic Development Center (EDC).

Since launch, the EDC has assisted 26 foreign investors to launch businesses in the region, thereby contributing to the creation of some 4,200 new jobs. One of EDC's principal activities has been to participate actively in the development of industrial parks in the region, thus promoting further economic growth in this part of Slovakia.

2002 saw the company set up the U.S. Steel Košice Foundation to support public-benefit projects in healthcare and education. The foundation offers financial support in the form of donations to a variety of initiatives including science, culture and charitable organisations. Priority is given to where a clear social benefit will result, so children's homes and disabled-care facilities are prioritised, as



“Since launch, the EDC has assisted 26 foreign investors to launch businesses in the region, thereby contributing to the creation of some 4,200 new jobs.”

are organisations and clubs involved in social and charitable activities.

George F. Babcoke, President of U.S. Steel Košice, emphasises the importance of this aspect of the business. “We want to emphasize that we continue to behave as a responsible company whose key values – safety, focus on employees and customers, on quality of products and services, environmental compliance, raising productivity and lowering costs – have not changed and remain in force regardless of the current conditions for our business. We are trying to maintain the values



of our predecessors, as well as creating new ones for the benefit of our employees, customers, shareholders, and the community in which we work and live.”

U.S. Steel Košice’s philanthropic activities have drawn widespread notice both for its effective boosting of the region’s economy and its support for local institutions. As a result the company was awarded the U.S. State Department’s Award for Corporate Excellence, and the Pontis Foundation’s Via Bona Slovakia award.

**The main fields of support are in:**

- Improving healthcare services provided by facilities in and around Košice.
- Science projects for elementary and secondary schools, and a scholarship programme to support talented children from foster homes, single-parent and socially-disadvantaged families in their university studies.
- Support for pre-teen and junior sections of sports clubs, as well as traditional sports events in the region. “Your Chance to Play” supports children who are gifted at sports, especially future ice-hockey and basketball talents from socially-disadvantaged families.
- Sponsorship of important cultural events at city, national and international level. A Talent Night competition supports bands, singers and dancers from Eastern Slovakia.
- Charitable support for children, mentally and physically disabled people, and others requiring financial assistance.
- Support for community environmental projects in the surrounding area, as well for ecological projects in the form of competitions in elementary and secondary schools in and around Košice.
- An Equal Opportunities project in cooperation with the Košice region and local NGOs to help solve Roma issues in the fields of education and employment.

# An interview with **Gordon Shade,**

**CEO, European Metal Packaging (EMPAC)** on supporting the industry and the General Line Taskforce, a sector specific initiative.



*Gordon Shade, CEO,  
European Metal Packaging (EMPAC)*

**EMPAC brings a variety of metal packaging industry sectors together. How do you ensure that all sectors have a voice?**

EMPAC has a wide array of activities with which we promote and defend the industry in Europe. One of the key objectives we have is making sure that we speak with one voice on topics affecting the industry as a whole, such as the defining issue of sustainability. This term should be understood in the broadest possible context, where we do not just talk about environmental performance but also social and economic factors. Communicating as one increases the reach we have as an industry. We developed a simple matrix of messages detailing the benefits of metal packaging which fit all our members. These messages can be and have been adapted for specific sectors. As we become more experienced these messages are also evolving to reflect the changing economic and political landscape.

EMPAC is an inclusive association and very much driven by member input. Our members are encouraged to suggest additional activities or areas they feel need special attention.

**Are there any sectors you are currently putting special emphasis on?**

Yes indeed there are. EMPAC decided to focus more closely on the chemical-technical products segment – the so called general line segment – and created the “General Line Task Force” (GL TF). The objectives of the GL TF are to build up a European network of GL experts supported by EMPAC members and to promote the GL business. The general line task force was set up in response to specific concerns by general line members and is driven by member input. It is our belief that such initiatives are most effective when the members themselves are actively engaged in the process.

We will only ever be as effective as our members are actively contributing to our activities. We are fortunate to have a very committed membership, allowing us to forge ahead with such projects and support the industry as a whole.

**Why the general line segment?**

The general line segment is a significant part of the metal packaging market and it has come under increasing strain in recent years. Of the 4 million tonnes of tinplate used in Europe, roughly 800 000 tonnes are used by the general line segment, in the form of push-top cans, ring-pull and other cans, buckets, canisters, bottles, hobsocks and cans for printing inks - for trade and industry in the form of bulk containers, and for end consumers in correspondingly more manageable individual serving sizes.





“The general line task force will be increasing the visibility of the segment and is currently distilling the communication materials available throughout Europe to create a more unified approach.”



Alongside the function and use of the packaging, it is above all marketing and sustainability messaging considerations that are of crucial importance. The general line task force will be increasing the visibility of the segment and is currently distilling the communication materials available throughout Europe to create a more unified approach. They are also collecting best practice case studies and disseminating these in a guide designed to help the many SME's in the sector.

## 4 reasons for metal packaging in general line business:

- ✓ **Safety & protection of the product:** The inherent properties of steel makes steel a reliable and premium material for general line products: strength and safety, unique barrier properties (impermeable qualities against gas and light); good stability; inherent toughness and seam closure strength; robustness; stackability.
- ✓ **Marketing benefit:** Steel packaging offers marketing benefits/brand differentiation potential: high quality printing; wide range of decorative effects; distinctive container shapes & embossing.
- ✓ **Environmental protection/sustainability:** 100% infinitely recyclable; magnetic therefore the easiest and most economical material to sort and recover; each item of recycled steel packaging saves one and a half times its weight of CO<sub>2</sub>.
- ✓ **Consumer convenience:** Easier handling & colour mixing; easy opening and resealability, and opportunity to allow 'total pour out'; wide range of new lid solutions.

# Joint industry initiatives

## spread awareness of unique benefits of canned food

A series of cross-industry initiatives dedicated to increasing awareness of the benefits of canned food exist throughout Europe; in France ('Uppia'), in Germany ('Die Dosenköche'), in the UK ('Canned food UK'), in Spain (CiCE (Centro de información de la Conserva Enlatada)) and in Italy (initiated by 'Anfima'). This principle, whereby metal producers, packaging manufacturers and canners join forces to reach out to specific targets such as consumers, retailers and food professionals, has proved to be a successful recipe to inform about the nutritional, convenience & sustainability benefits of canned food. As food cans celebrate their 200th birthday, Steel for Packaging Update takes a closer look at the latest campaigns.

### Die Dosenköche: Support retailers in reducing their CO<sub>2</sub> emissions



Founded in 2000, "Die Dosenköche" ("The Can Chefs") is a partnership of German material and can manufacturers and companies from the food-processing industry. Amongst its members is Rasselstein, Germany's sole steel packaging producer, who has supported the initiative right from the beginning. One of the initiative's principle aims is to increase awareness amongst retailers and consumers about the advantages of canned food with respect to climate protection and sustainability. The initiative channels its communications through experts for retail trade and professional communication.

Activities towards the retail trade press have recently been stepped up, supported by a new campaign that shows that canned food saves energy and CO<sub>2</sub>. The campaign combines advertising, presence at events, and press activity. It highlights the environmental benefits that canned food offers in terms of reducing CO<sub>2</sub> emissions. For example, canned food does not require the use of energy-intensive cold storage in supermarkets, which is another positive argument for retailers who have ambitious objectives for reducing their CO<sub>2</sub> emissions.



The initiative also reaches out to nutritional experts, instructors and opinion leaders through presence at scientific conferences, direct dialogue with trade visitors, and membership in key dietetic associations (VDD, VDOe). The initiative is supported by nutritional expert Mrs. Blumenschein, who promotes "Die Dosenköche's" educational video in schools for dietitians.

More information: [www.die-dosenkoeche.de](http://www.die-dosenkoeche.de)



## CICE

Inspired by similar organizations across Europe, CICE (Centro de Información de la Conserva Enlatada) was launched in Spain in 2002 by Ecoacero, the association for steel recycling in Spain, in association with ArcelorMittal, Anfaco (Asociación de Fabricantes de Conservas y Marisco) representing fish fillers, Federación Nacional de Asociaciones de Conservas Vegetales representing fruit and vegetable fillers, Asociación Metalgráfica Española (AME). A dedicated website [www.conservasenlata.com](http://www.conservasenlata.com) communicates the benefits of canned foods to consumer associations, health experts, schools and catering professionals. Current features on the site include the “Cours de la Conserve On-line” and a recipe competition.

More information: [www.conservasenlata.com](http://www.conservasenlata.com)



## UPPIA: ‘The food can brings unlimited pleasures’

UPPIA (Union Interprofessionnelle pour la Promotion des Industries de la Conserve Appertisée) France’s canned food industry association, is represented by steel and aluminium producers including ArcelorMittal, metal packaging manufacturers and food packers. It focuses on promoting the nutritional and environmental advantages of canned food to consumers, opinion makers (media) and professionals (retail and food service).

Early in 2010, UPPIA used television advertising for the first time to target young adults with its campaign ‘Miam Box La conserve. Plaisirs illimités’ (‘The food can. Unlimited pleasures’) which reached out to more than 24.9 million contacts. This was followed up by a further wave of advertising in October and November, with a simultaneous cinema campaign, in which the ‘Miam Box’ film was projected in 630 different cinemas throughout France, with a total of 2 500 000 potential viewers.

### Other communication actions include:

- Initiatives towards children and teachers to inform about the advantages of canned food.
- Eco-trips to highlight canned food’s benefits in terms of recycling.
- Trade marketing in retail stores to reach out to young adults.

More information: [www.uppia.org](http://www.uppia.org)



“...the ‘Miam Box’ film was projected in 630 different cinemas throughout France, with a total of 2 500 000 potential viewers.”

**Canned Food UK:**  
**'Nutrition locked in... naturally'**



Canned Food UK is an association of can fillers/distributors, can makers and steel makers, including Tata Steel Packaging. The initiative is designed to educate all consumers, especially those with young families as well as single people, about the convenience, versatility and nutritional value of canned food. As well as protecting food, cans are an excellent way to preserve food, locking in flavour, vitamins and minerals in a safe, protective, convenient pack.

**Key initiatives include:**

- **u.can cook**, a new handbag-size recipe pack launched with celebrity chef James Martin, offering busy consumers 28 simple, quick and nutritional meals using canned food ingredients. For consumers with iPhones, the recipes are also included in an exciting new u.can cook application, offering 80 fully searchable quick and easy downloadable recipes.
- Newly revamped **“Open the Can for Healthy Eating”** leaflet with the support of TV celebrity and nutritionalist Amanda Hamilton.
- An exclusive cooking and nutrition event at the Women’s Institute.

More information: [www.cannedfood.co.uk](http://www.cannedfood.co.uk)



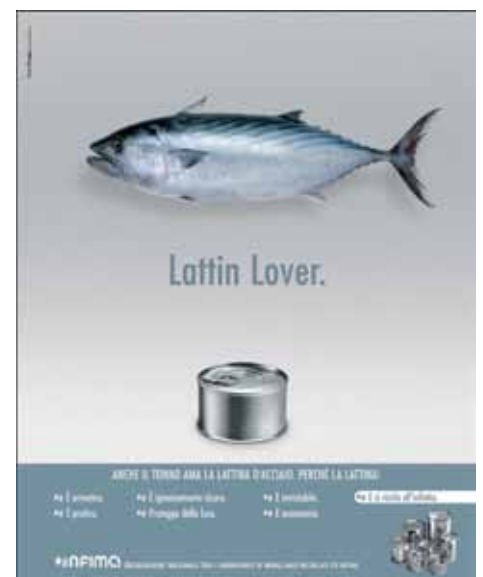
80 fully searchable  
quick and easy  
downloadable recipes

**ANFIMA**

Unlike elsewhere in Europe, a joint industry initiative to promote canned food does not exist in Italy. ANFIMA, the Italian Metal Packaging Manufacturers Association, has therefore implemented actions independently or with the cooperation of other partners interested in metal packaging, such as tinplate producers and traders or CNA (the steel recycling consortium), to highlight the benefits of canned food towards consumers. Indeed, canned food is one of the main vehicles for its messages about sustainability and recycling, quality, reduction of food waste, convenience, consumer safety and health.

**Activities to date include:**

- An advertising campaign **“Lattin Lover”** launched in key Italian magazines.
- A series of video recipes **“Rompiscatole in Cucina”**, developed with the assistance of Italian chef Marco Squizzato. These videos, available on Youtube, have proved highly successful and generated much interest in the print and radio media.
- A charitable initiative **“Conserva lo Spirito del Natale”**, in collaboration with Banco Alimentare (a foundation linked with Euro Food Bank), in which thousands of red cans containing key messages on metal packaging’s key properties were used as Christmas tree decorations to raise money.
- Participation in events such as **“Salone del Gusto”**, an exhibition organized in Turin by Slow Food, an important NGO promoting **“good, healthy food”**.
- Press activity to coincide with the 200th year anniversary of the can.



# Recycling in France

**Impact of the Grenelle  
law on collection &  
recycling systems  
in France**



## CASE STUDY

In our series of articles on the recycling of packaging in EU member states, we take a look at the situation in France. In 2009, France passed the Grenelle law in an effort to promote sustainability. This law, impacting on packaging materials and recycling, and giving the consumer the right to relevant and efficient environmental information on all aspects of the product and its packaging, will be implemented in the coming two years.



### Shared responsibility of packaging industrials in collection & recycling systems in France

To comply with the European Union Packaging & Packaging Waste Directive, French public authorities founded the private company Eco-Emballages in 1992, on the initiative of packaging-material producers and major fast-moving consumer goods companies.

Its mission is to implement, organise, manage and finance the collection, sorting and recycling of household packaging waste in France, through:

- Partnership with local municipalities to put into place separate waste collection through a contract guaranteeing the recovery and the recycling of the packaging being sorted.
- Commitment of the industrial chain to recover user-sorted packaging waste with the guarantee of effective recycling.
- Development of eco-friendly packaging to reduce impact on the environment, such as reduced weight and ease of recycling.

This collection system is principally financed by the green dot fees paid by the producers selling their household consumer brands on the French market, as well as by packaging-material producers paying for packaging waste to be recycled. The responsibility for the recovery and recycling of packaging waste is shared by the packaging-material producers

and fast-moving consumer goods companies and is organised through long-term contracts with the municipalities.

### The Grenelle law I put in place to boost recycling

Under Grenelle law I, the rate of recycling of all packaging materials should increase to 75% in 2012 from 63% in 2008, including packaging waste recycled through incineration.

To achieve this, Eco-Emballages, its members, municipalities and public authorities agree that a number of wide-scale initiatives must be developed to improve the extent to which consumers recycle. Aside from such programmes, specific effort is needed for packaging materials with a low recycling rate.

“Under Grenelle law I, the rate of recycling of all packaging materials should increase to 75% in 2012 from 63% in 2008, including packaging waste recycled through incineration.”

Examples of major initiatives to be implemented:

- Municipalities to improve the organisation of the packaging-waste collection system – supported by a national Eco-Emballages and local communication campaigns encouraging the public to recycle and explaining the benefits to the environment.

- Sorting centres to improve their efficiency, in particular to reduce the percentage of unsorted packaging waste, which currently amounts to about 25% of the total waste volume collected for sorting. Currently waste is rejected because small packaging formats enter the sorting process which causes a problem, citizens are not sorting correctly or sorting equipment is not functioning in an optimal way.

- Eco-Emballages and Valorplast, the French recycling organisation for plastic packaging, to develop a system to enable the recovery and recycling of plastic packaging, including yogurt pots, trays and films for which no recycling facilities exist today. This will increase the recycling rate of plastic packaging

which currently stands at the lowest amongst packaging materials today.

In 2008 the French recycling rate for steel packaging was 68%. Thanks to its magnetic properties, the collection and sorting of steel packaging from packaging waste is easy, economical and efficient.



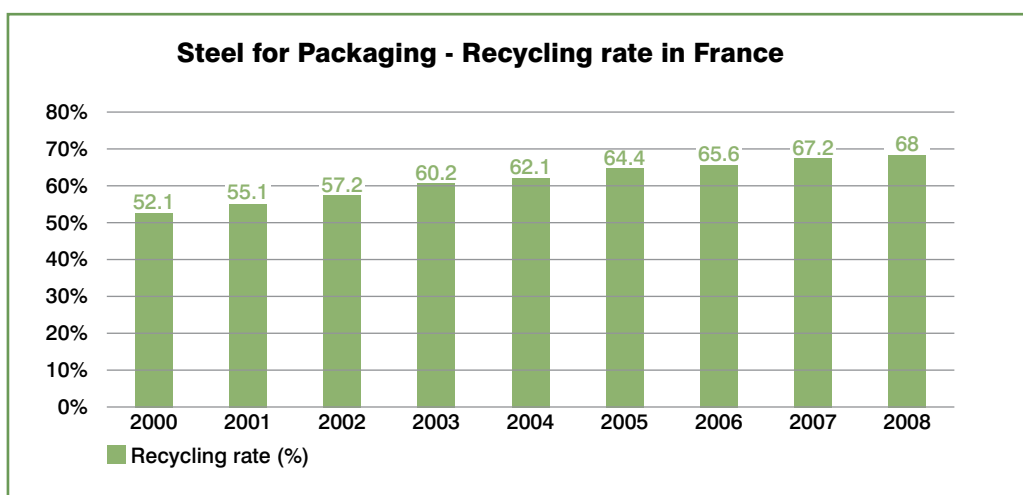
“Steel packaging scrap can be used to produce new steel products such as cars, household appliances or new packaging. These positive arguments can only help to increase the already high recycling rate.”

Indeed, steel is 100% recyclable and does not lose any of its mechanical properties no matter how many times it is recycled; steel packaging scrap can be used to produce new steel products such as cars, household appliances or new packaging. These positive arguments can only help to increase the already high recycling rate.

#### Developing communication to the end consumer on packaging's environmental performance

Grenelle law 1 stipulates that environmental labelling be introduced to give consumers access to environmental information on the fast moving consumer products they purchase, both on the content and packaging. The objective is two-fold: to drive the development of eco-friendly packaging; and prevention, to save natural resources and energy.

Discussions are still on-going between the Ministry and industry representatives on what multi criteria information should be communicated and how to present it in a comprehensive manner to the end consumer. Information on CO<sub>2</sub> emissions will certainly not be overlooked, and here steel has a strong argument to convey: the higher the recycling rate, the lower the CO<sub>2</sub> emissions. The implementation of the environmental labelling scheme has been postponed from 1st January 2011 to 1st July 2011, starting with a voluntary, one year trial phase which will be carried out amongst a number of fast moving consumer goods companies.



Here too, now that we are using the data sets for communication purposes, the sustainability performance of steel for packaging is a clear asset for the steel packaging industry, and can represent strong marketing and promotional arguments for brands and retailers to promote their products to the end consumer, both at national and European levels.

#### Grenelle law - a new consumption model

As stated by Philippe van de Maele, President of ADEME<sup>1</sup> in a recent event organised by ANIA<sup>2</sup> and FCD<sup>3</sup> to present the results of a study undertaken by Bio Intelligence Service on the environmental labelling data set for 300 products: the initiative by the French authorities to put the environmental labelling within a legal frame aims to encourage both consumer

goods industries to work on eco-development of packaging and prevention, and consumers to modify their consumption habits.

No doubt steel for packaging's constant technological developments and increased recycling performance will play a role in reducing the CO<sub>2</sub> emissions and preserving resources for the future.

<sup>1</sup> ADEME: Agency for the Environment and Energy Management – reporting to the Environment Ministry

<sup>2</sup> ANIA: organisation representing food industry actors

<sup>3</sup> FCD: organisation representing retailers

Visit our website  
**www.apeal.org**



DATE	EVENT	LOCATION
17 - 20 January	European Parliament Plenary	Strasbourg, France
1 - 3 February	LOGICON: the FMCG and Retail supply chain & logistics event (www.logiconeurope.com)	Amsterdam, The Netherlands
2 - 3 February	European Parliament Plenary	Brussels, Belgium
9 - 11 February	Packing and Converting Executive Forum (PACE) 2011 (www.paceforum.com)	Brussels, Belgium
14 - 17 February	European Parliament Plenary	Strasbourg, France
16 - 17 February	Packaging Innovations, Easyfairs packaging shows (www.easyfairs.com)	Birmingham, UK
7 - 10 March	European Parliament Plenary	Strasbourg, France
8 - 9 March	Aerosol Forum (www.aerosol-forum.com)	Paris, France
23 - 24 March	European Parliament Plenary	Brussels, Belgium
4 - 7 April	European Parliament Plenary	Strasbourg, France
10 - 14 May	Metpack (www.metpack.de)	Essen, Germany
12 - 18 May	Interpack (www.interpack.com)	Düsseldorf, Germany

## New Recycling film!

The unique environmental benefits of metal packaging recycling are put in the spotlight in a dynamic new film developed by APEAL and EMPAC. The video, available in English, explains the what, why and how of metal packaging recycling in simple terms. To receive a copy of the dvd, please send an email to [s.clapham@apeal.be](mailto:s.clapham@apeal.be).

Languages available:	English, French, German, Spanish.
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Rasselstein [www.rasselstein.com](http://www.rasselstein.com)  
Tata Steel Packaging [www.tatasteelpackaging.com](http://www.tatasteelpackaging.com)  
U.S. Steel Košice [www.usske.sk](http://www.usske.sk)

