**STEEL FOR PACKAGING EUROPE IS THE NEW IDENTITY OF APEAL**

## Steel for Packaging Europe has announced its transformation from APEAL (The Association of European Producers of Steel for Packaging) marking a significant milestone in the organisation's journey.

## Accompanying this change is a dynamic name and a fresh logo, capturing the essence of steel's circularity and its inherent multiple recyclability within a closed material loop.

## Founded in 1986, Steel for Packaging Europe represents the five major European producers of packaging steel: Acciaierie d’Italia A.S., ArcelorMittal, Tata Steel, thyssenkrupp Rasselstein and U.S. Steel Košice.

## Steve Claus, Secretary General of Steel for Packaging Europe said: “After extensive consultation with our stakeholders we have adopted our new name and logo and to help us better reflect steel’s inherent material capabilities to be produced, reproduced, born and reborn, forever.”

## “Offering a strong and versatile solution for the secure packaging of food and other goods, steel packaging plays a vital role in preserving products without need for refrigeration, extending shelf life for up to 5 years and reducing waste. These properties make it the model material for a circular economy.”

## He added: “With 78.5% of steel packaging recycled in 2021, steel remains the most widely recycled sales packaging material in Europe, a testament to its unique properties and the collaborative efforts of stakeholders across the value chain to maintain a closed material loop.”

## As part of the rebrand Steel for Packaging Europe has launched a new website, [www.steelforpackagingeurope.eu](http://www.steelforpackagingeurope.eu)

## The platform serves as a dynamic hub, showcasing the circularity, design flexibility, and versatility of steel packaging. It also highlights recent industry innovations, including the Chromium-free Passivation Alternative, and provides insights into the industry’s position on a range of policy and environmental issues, as well as the collective EU steel industry’s bold vision to achieve a carbon-neutral future by 2050.

## Mr Claus concluded: “With the European Union in the process of transitioning to a circular future, our refreshed identity positions our industry as an active contributor to the development of a sustainable packaging landscape. Together, we are poised to shape the green economy of tomorrow.”

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Steve Claus, Secretary General, Steel for Packaging Europe.

**For media inquiries, please contact:**

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**Steel for Packaging Europe**, formerly known as APEAL, represents the 5 major European producers of packaging steel - Acciaierie d’Italia A.S., ArcelorMittal, Tata Steel, thyssenkrupp Rasselstein and U.S. Steel Košice. Established in 1986, the association is committed to ensuring awareness of steel as a sustainable and efficient packaging solution for the long-lasting protection of food and other products.

Circular by nature, 78,5% of used steel packaging is [recycled](https://youtu.be/_7s3nvVxv5o) in Europe, with 100% reborn as new steel products.

Committed to cutting carbon emissions by 55% by 2030 compared to 1990 levels, and to achieve climate neutrality by 2050, the EU steel industry is investing massively to enhance process efficiency and pioneer breakthrough technologies.