

STEEL
FOR
PACKAGING



Naturally®



100% protective
100% recyclable
100% sustainable



Sustainability? It's Second Nature for Steel

Steel's natural properties - magnetic, infinitely recyclable, 100% protective,
and naturally strong - make it a unique enabler for sustainability...
naturally.



Caring for the environment... Protecting products... Delivering for business...

Naturally



100% recyclable

Caring for the environment... *Naturally*®

From easy, infinite recyclability to ever-greater savings in emissions and resources, the environmental credentials of steel for packaging are inherently superior – and unique.

Infinitely recyclable

Recycling comes naturally to steel. It's magnetic so it's easy and economical to sort and recover. And it's infinitely recyclable. Unlike other materials, steel loses none of its strength or inherent qualities, no matter how many times it is recycled. The environmental advantages of steel for packaging are obvious.

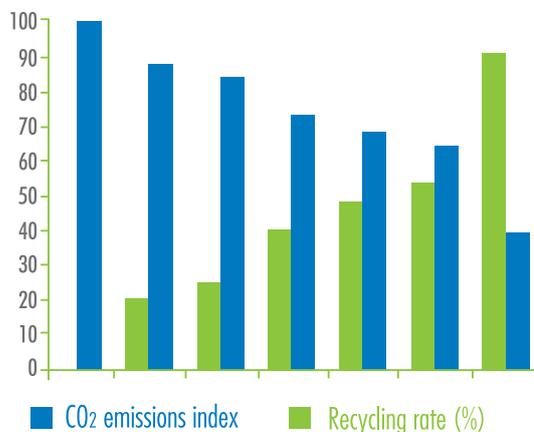
Most recycled

It's easy to see why almost 70% of steel packaging is recycled in Europe – more than any other competing packaging material. That figure has doubled in the past 10 years and is still on the rise. Well-established routes for collection and recovery of steel cans have ensured recycling excellence.

Higher recycling, lower CO₂

Manufacturing new steel from recycled material, rather than primary raw materials, reduces CO₂ emissions. Steel's high recycling performance saves 4.7 million tonnes of CO₂ from being released into the atmosphere each year. This is the equivalent of taking 2 million cars off the road. So the higher the recycling rate, the lower the CO₂ emissions: each item of recycled steel packaging saves twice its weight of CO₂.

The higher the recycling rate, the lower the CO₂ emissions



Saving resources & energy

Sustainability is not only about recycling, it's also about sustainable processes. The production process of steel for packaging now accounts for far fewer emissions than ever before – they're 50% lower than 40 years ago. The use of fossil fuels and energy consumption have also been similarly reduced.



Naturally®



100% protective

Protecting products... *Naturally*®

When the most sustainable packaging format is also the most reliable, then consumers and the environment are in a uniquely win-win situation. And that's exactly what steel's strength and unrivalled barrier properties deliver: trusted safety and convenience.

Total protection

Steel packaging's naturally protective performance against light, water and air is 100% absolute. No other packaging material equals steel's strength and total barrier properties.

Protect and preserve

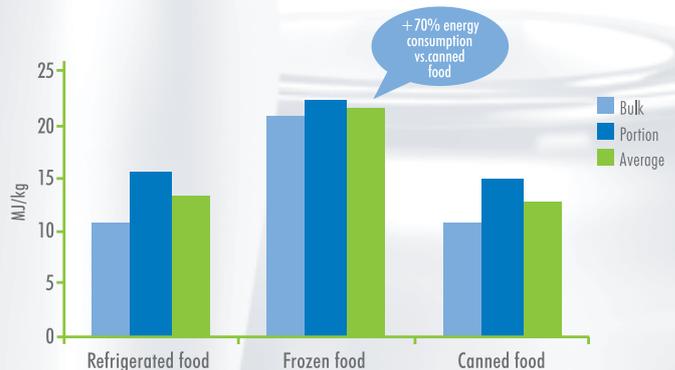
As a result of these excellent barrier properties and protective performance, brand owners can deliver their product in the most safe and reliable way. Food packed in steel has the benefit of providing a virtually identical vitamin content as freshly prepared equivalents, without need for additives and preserving agents. This adds yet another important nutritional reason for the brand owners to support a sustainable future by choosing steel packaging.

Convenient storage

Consumers in turn value the strength, convenience and energy free storage requirements of steel packaging. Here, once again, the environment benefits – frozen food, for example, requires 70% more energy throughout the supply chain than canned food.



Energy consumption across the food supply chain from farm to fork



Source: Scientific Certification Systems (SCS)

Reliable pack

Because steel is strong, it can handle pressure. Whether it's fizzy carbonated drinks or an air freshener, steel packaging offers a variety of product delivery opportunities. Steel is also tamper proof, especially when compared to other packaging materials. It's a pack format that you can rely on.



STEEL
FOR
PACKAGING

Naturally®



100% sustainable

Delivering for business... Naturally®

Today's competitive markets need reliable and cost-effective packaging solutions with minimal environmental impact. Steel packaging is the benchmark for packaging reliability. It is also the proven champion in being recycled. It meets the supply chain's sustainability challenge.

High performance pack

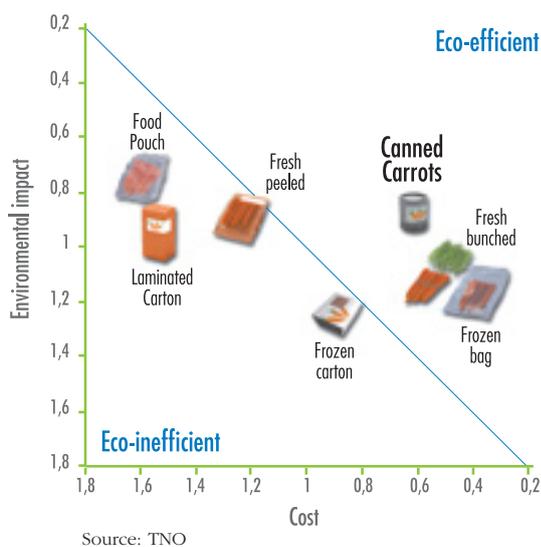
Strong, versatile, compact, unbreakable, tamperproof, stackable and needing no secondary packaging – the list of steel packaging's multiple advantages for business is long. And while steel offers brand owners an optimal packaging solution today, it is also constantly being improved in a number of areas including lightweighting, openability and decoration.



Supply chain efficiency

Steel for packaging offers a robust pack format for highest supply chain efficiency. Its inherent strength and magnetic properties, unmatched by any alternative packaging material, make steel packaging the optimum choice for high-speed filling lines with low spoilage. Easy handling and fast filling makes steel a natural choice for efficient high speed production and reliable distribution. In the retail environment, the benefits of steel for packaging are obvious: steel cans are easily stored, handled and stacked – and virtually impossible to spill or break.

Eco-efficiency - Food packaging systems



Eco-efficiency

The same qualities of steel packaging that commend it to businesses – outstanding functionality, economical resource utilisation, ready recycling – are also those that secure a greener future. Research* confirms that the combined environmental and economic performance of steel packaging make it an eco-efficiency champion. As companies search for ever-increasing environmental and economic credentials, steel packaging stands out as their first choice in sustainable eco-efficiency.

* TNO, 2005: 'Comparative eco-efficiency and nutritional analysis of canned food and alternatives'

Committed to sustainable practice

Consumers expect supply chains to take the lead and demonstrate commitment to sustainable practices. In today's environmentally-aware marketplace, choosing packaging formats with clear sustainability credentials can deliver a competitive advantage for businesses.



Naturally®

Steel for packaging: the Facts of Nature

Caring for the Environment... *Naturally*[®]

Infinitely Recyclable

Steel loses none of its intrinsic properties, no matter how many times it's recycled

Most Recycled

Steel is the world's most recycled material and Europe's most recycled packaging material

Higher recycling, lower CO₂

Each item of recycled steel packaging saves twice its weight of carbon dioxide

Protecting Products... *Naturally*[®]

Total Protection

Steel's total barrier performance against light, water and air is 100% absolute

Protect and preserve

Food products packed in steel provide a virtually identical vitamin content to their freshly prepared equivalents

Convenient Storage

Products packed in steel are easily stored and require up to 70% less energy throughout the supply chain than frozen foods

Delivering for Business... *Naturally*[®]

High performance pack

Steel packaging is strong, versatile, compact, unbreakable, tamperproof, stackable and needs no secondary packaging

Supply Chain Efficiency

Easy handling and fast filling make steel a natural for streamlined, eco-efficient production and distribution

Committed to sustainable practices

Today's environmentally-sensitive consumers demand that brands be seen to embrace sustainability

Further detail available on: www.apeal.org/sustainability