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STEEL FOR PACKAGING UPDATE



Recycling
the Belgian Way

Interview
with Caroline Jackson

Steel for Packaging:
Protecting Today,
Preserving Tomorrow

 APEAL

National Newsbrief



Deposit system back on the agenda in Belgium

Waste management in Belgium is the responsibility of the country's three regions: Flanders, Wallonia and Brussels. In 1996 they negotiated a co-operation agreement to ensure consistency in the transposition of the recovery and recycling requirements of the EU's Packaging and Packaging Waste Directive. The agreement allows each region to define their own general waste management strategy, according to their own priorities. This structured but flexible approach has led to excellent recycling results with Belgium the top performer in Europe.

Despite these outstanding results, the idea of introducing a deposit system for beverage cans has been placed on the political agenda in Wallonia with the goal of reducing litter. Concerns have been raised locally, supported by independent studies¹, that introducing such a scheme could not only be costly, but also endanger existing holistic collection and recovery systems and end up being environmentally counter-productive.

More information

Studies on deposit systems <http://www.apeal.org/en/library/reports-studies>

Recycling in Belgium: see pages 12-15 of this edition



Changes to French packaging rules

A recent change to packaging rules in France, known as the "Grenelle law" limits packaging volume and weight to the minimum taking into consideration "product safety, hygiene and logistics". The new law omits an important reference to "consumer acceptance" which is enshrined in the corresponding EU Directive. Consumer acceptance allows, for example, products to be packaged in a way that makes it easier for the consumer to lift. The removal of this reference could not only have negative consequences for consumers, but also for companies selling their goods across the EU. "Having a harmonised EU packaging law is essential to avoid the possibility that goods manufactured in one EU Member State may be prevented from being sold in another" said Julian Carroll Managing Director of EUROPEN the European organisation of packaging and the environment. EUROPEN has written to the European Commission, urging it to launch infringement proceedings against France, arguing that the changes made by the French legislature contravene the harmonisation objective of the "Packaging Directive".



European Commission publishes 2007 recovery and recycling data for packaging and packaging waste.

Based on annual reports submitted by the Member States to the Commission, the statistics show that for the period 1998-2007 the overall EU-15 recycling rate increased from 47% to 60%. By 2007 the total tonnage of EU-15 packaging going to final disposal fell by 35% from 29.2 million tonnes in 1998 to 18.9 million tonnes in 2007 – indicating that one of the principal aims of the Packaging and Packaging Waste Directive is being achieved. APEAL's 2008 figures have already shown that with a recycling rate of 70% in 2008, steel for packaging maintains its position as recycling leader in Europe. This represents over 2.5 million tonnes of food and drinks cans and other steel containers being recycled in 2008, saving 3.9 million tonnes of CO₂.

More information

European Commission data centre on waste: http://epp.eurostat.ec.europa.eu/portal/page/portal/waste/data/wastestreams/packaging_wastestudies

- BIO Intelligence Service (BIO-IS), (Mar. 2005), "Environmental and Cost-Efficiency of Household Packaging Waste Collection Systems: Impact of a Deposit System on an Existing Multimaterial Kerbside Selective Collection System".
- Roland Berger, Arbeitsgemeinschaft Verpackung + Umwelt (AGVU), (Jun. 2007) "European packaging policy - the consequences of a deposit system for disposable packaging based on the German example".
- Prognos AG, (Nov. 2007) "Effects of deposits on beverage packaging in Germany".
- RDC-Environment for the French Environmental and Energy Management Agency (ADEME), (Oct. 2008) "Report on the economic and environmental impact of a deposit system for beverage packaging and the recycling of plastic packaging".

Editorial

As we welcome in a new European Parliament and European Commission, we also welcome a new look for steel for packaging in Europe.

APEAL is the representative voice of the major steel for packaging producers in Europe. As the producer of the most recycled packaging material in Europe and an employer across the EU, it is important for us to reach out to our audiences old and new with relevant and streamlined information on our most important issues.

Many of you will have already seen our new website and advertising campaign, which have attracted a great deal of interest. Our new publication, "Steel for Packaging Update" brings together the most important legislative issues facing the industry today, together with industry insights as well as the latest developments impacting packaging from across the EU.

Our new edition has something to offer for the whole supply chain, from can-maker to consumer. Highlights include an interview with the former Chair of the European Parliament's Environment Committee, Caroline Jackson, who shares her perspectives on the upcoming challenges for the EU's environmental policy; an overview of the integrated recycling system in Belgium which boasts the highest recycling rates in the EU and an insight into how the steel for packaging industry is refining the art of innovation through continuous improvement. Finally, as the steel food can celebrates the 200 years of its inception, we look at how steel's unique properties have meant it is a high performing, safe, reliable and sustainable packaging solution for the future.

Anne Starkie-Alves
Editor



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The Interview

Caroline Jackson

A Member of the European Parliament between 1994 and 2009, Caroline Jackson has played a pivotal role in shaping some key pieces of the EU's environmental legislation. As the parliament begins a new legislature, the former chairwoman of its influential environment committee shares her insights on the upcoming challenges for European environmental policy.

What do you think will be the most pressing issues hitting the desks of the new MEPs on the environment committee?

I expect to see more proposals stemming from concern about climate change and the related cost implications: here, the European Parliament is likely to push the idea of an EU carbon tax up the agenda. Other issues include how we "design out" waste and reduce energy consumption through better product design - a concept of great interest to the Commission, Green groups and industry. There is also likely to be more focus on: how we can do more to "empower" consumers by providing better information about the environmental costs and consequences of products; how we can ensure that environmental issues are not relegated to second order concerns when we consider the next candidates for enlargement; and how we can do more to ensure that laws adopted in Brussels are evenly complied with and enforced in all Member States.

MEPs will also have to deal with new and revised proposals including a possible new directive on bio waste and perhaps a revision of the Thematic Strategy on Waste and Recycling.

The environment committee has recently played an important role in shaping EU legislation. What advice would you give to new MEPs to continue the legacy?

First and foremost, study hard! You need to master the background and details of new proposals. Secondly, be prepared to listen to all parties and see as many lobbyists as you can bear: they all help build up a picture of the key points of a proposal. Thirdly, get to know the subject on your home ground for example through factory visits and meetings with local environmental groups. Fourthly, make use of the specialist EU agencies: visit the Environment Agency at Copenhagen and the Food Safety Agency in Parma - see what they are up to. Finally, try to put the EU proposal in its global context: are the Chinese and the US addressing the same subject? If so how does their approach differ from our own? With very little effort you will soon find that you become an expert!

There will be a revision of the Packaging and Packaging Waste Directive (PPWD) in the coming years. How can APEAL best inform this upcoming debate?

Most MEPs will share the popular and indiscriminate view that there is "too much unnecessary packaging". So APEAL must inform them of the unique properties, key facts and advantages of steel packaging over other materials, particularly from the point of view of recyclability. A key detail of importance is the ease of steel recycling through magnetic sorting as compared, for example, with the difficulty of sorting food-contaminated plastic packaging. The benefits of steel packaging in terms of food safety for long-term storage are also important to emphasise. Factory visits will show MEPs what happens in steel packaging production and in the plants that use their products. Let the facts speak for themselves, as you have a strong case!

"I expect to see more proposals stemming from concern about climate change... here, the European Parliament is likely to push the idea of an EU carbon tax up the agenda"

“steel for packaging... should raise awareness of its constant quest for improvements which will reduce carbon, reduce waste and promote recyclable materials.”

Everyone these days recognizes the importance of reducing CO₂. How can packaging materials play their part?

The first packaging directives made everyone think about sustainability for the first time, as they were the first to introduce waste recycling targets. When it comes to steel for packaging, the industry should raise awareness of its constant quest for improvements which will reduce carbon, reduce waste and promote recyclable materials; in particular it needs to demonstrate that steel packaging is the best in terms of CO₂ reduction because of its high recycling rate. Finally, the industry should raise much more awareness of the important research it is doing into low carbon steel production through the ULCOS project.

The European Environmental Bureau (EEB) has prioritized food waste as an area with scope for improvement in terms of fighting CO₂. How can packaging materials contribute?

In many ways: for example, the variety of steel packaging sizes allows better gearing to portion sizes so that we can now cater better for the millions of us who live alone. A big advantage of tinned goods is that they don't need to be stored in fridges and can save energy for the householder. Tinned goods are also less prone to damage in transit, and their shelf life is longer. All of this helps.

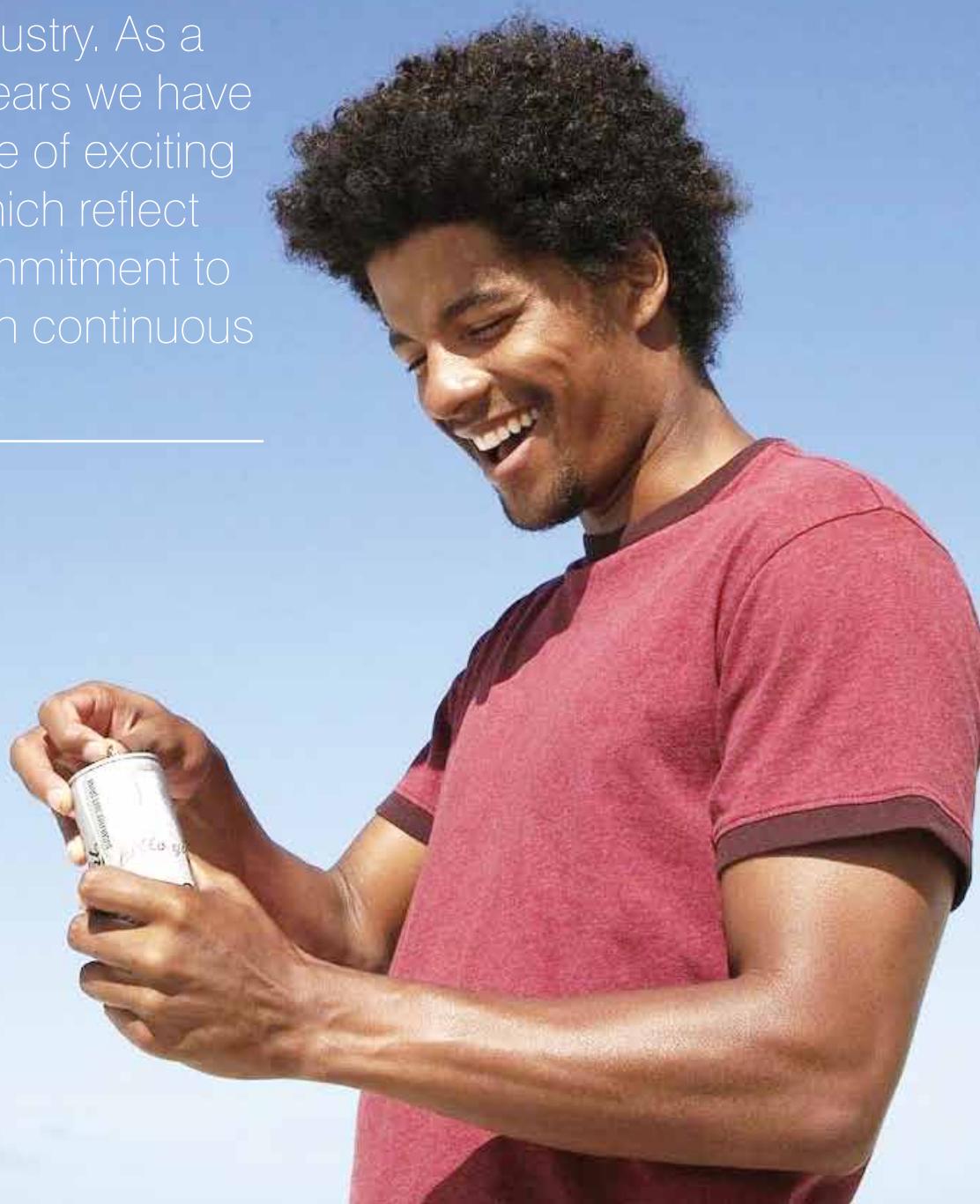
APEAL is contributing to the ongoing debate on environmental labelling by participating in the Food Sustainable Consumption and Production Round Table. What do you think is the best way to ensure these labels are fair, understandable and informative for the consumer?

If we agree that environmental labelling is a good thing, it needs to be something that consumers cannot easily avoid seeing. It should be simple, highly visible and distinct from all the other messages on a food package. It also needs to be scientifically water-tight and not susceptible to legal challenge. Labels need to be universal and not brought in ad hoc by individual supermarket chains: that leads to confusion. Finally, active cooperation between the whole supply chain and the retailers – who are the front line – is the key to finding a solution that works. ■



Steel Looks Forward

Meeting and surpassing the ever-evolving needs of the can maker, legislator, consumer, retailer, brand owner and filler has always been the highest priority of the steel for packaging industry. As a result, in recent years we have seen a wide range of exciting developments which reflect the industry's commitment to innovation through continuous improvement.



"Recent developments such as light weighting, improved ease of opening and enhanced design possibilities have made a real difference for consumers, brands and the environment without compromising steel's inherent protective qualities."

The demands on packaging today are many fold – not only does it need to be functional in safely preserving and protecting its contents while offering value for money, but it must also have great visual on-shelf presence and provide consumers of all ages and physical abilities ease of use and convenience in accordance with their lifestyles. On top of this, and most importantly, packaging is required to tick all the environmental sustainability boxes. Steel has kept up with all these requirements and more.

Sustainability

As a packaging material, steel's sustainability credentials are impressive. Light weighting and material efficiency have been a constant with the average weight of steel packaging per unit of volume having dropped by a third in the last 20 years. And lighter weights mean lighter transport costs and reduced transport-related CO₂ emissions while still maintaining the highest protection.

Improvements in the steel for packaging production chain have enabled a reduction in emissions by 50% as compared to 40 years ago. Steel for packaging's environmental improvements do not stop at production: it is infinitely 100% recyclable and, because it is magnetic, separation on recovery is simple. With an average European recycling rate of 70%, it is the most recycled packaging material in Europe.

Convenience and differentiation

On-going innovations in steel packaging also continue to satisfy the consumer's demand for convenience and brand owner's expectations in terms of product differentiation.

Steel is now more formable than ever before: new grade variations provide unique possibilities for brands to go beyond the can's standard

functionality and explore new possibilities such as enhanced shaping. For example, exceptional levels of expansion made possible by steel grades can now transform an aerosol can from 250ml to 300ml, while maintaining all physical performance requirements. New highly malleable steel for packaging can also now be developed into a shallow bowl shaped can with a large opening that allows it to be microwaved. In addition, these portion trays and bowls, tapered and stackable, can be sealed with a new retortable easy-open peel-off foil lid to offer the ultimate in consumer convenience. Existing products, too, are constantly being improved. The ring-pull can end, for example, now has better finger access and a thinner gauge steel making it considerably easier to open while remaining strong enough to withstand food processing pressures.

According to Sabine Strnad, Resource Recovery Manager at Coca-Cola "Steel for packaging continues to develop and respond intelligently to the challenges faced by the packaging sector as a whole. Recent developments such as light weighting, improved ease of opening and enhanced design possibilities have made a real difference for consumers, brands and the environment without compromising steel's inherent protective qualities."

The industry's investment in enhancing the outstanding capabilities and performance of steel for packaging means that it now possesses a unique versatility which is unsurpassed: its barrier properties coupled with metallic and organic coating developments mean that steel for packaging is appropriate for

a wide range of products, being as protective and effective for packaging vacuumed sealed baby powder to chemicals in high-pressured aerosols.

While proud of these advancements, the industry is not resting on its laurels. It continues to invest in further research to go further than ever before in achieving even more weight reduction per unit of volume packed, additional improvements in steel grades to enable easier and cheaper shaping, as well as better and safer ease of opening for the consumer. ■



Protecting today, Preserving tomorrow

Packaging fashions come and go but the can lives on! As the food can celebrates the 200 years of its inception, we look at how the unique properties of steel for packaging have meant it is a high performing, safe, reliable and sustainable packaging solution for the future.

Original and best

The original concept of preserving food in tin cans was revolutionary. In 1810, for the first time it provided a means to protect food and preserve its nutrients in an unbreakable pack. Today steel packaging is even more relevant, providing a secure, dependable, convenient and environmentally-sound solution sought by brand-owners, retailers and consumers.

The safe and reliable choice

Brand owners choose steel packaging for its proven functionality in providing food products

with a 100% guaranteed barrier against light, water and air. It has a three year shelf-life which ensures the most consistent product quality: the humble three-piece food can's performance against alternative formats consistently proves it is the undisputed benchmark for heat processed food. "Metal packaging has always been a good choice for me in terms of quality, efficiency and reliability. Metal cans offer high line speeds, low failure rates and generally they represent a value for money proposition. The metal can has always been the benchmark for me on these aspects when other packaging concepts were under

evaluation," says Theo Dopheide, Technical & Implementation Manager, Unilever.

Steel's unbreakable packaging and long shelf-life also make it particularly efficient for retailers to store and display. Perhaps even more importantly, without the need for costly and energy inefficient refrigeration, steel for packaging provides an environmental, not to mention economic, advantage. According to a recent study in the UK, the high levels of energy used by refrigeration in supermarkets can have an extremely negative environmental impact.



At the same time, today's increasingly penny-wise, environmentally conscious consumer is demanding food packaging which guarantees safety and preserves taste and nutrients while avoiding waste. The steel can's robust and convenient portion-sized formats ensure that steel packaging is easy to use with the minimum packaging that is needed to deliver the product quality consumers expect. Correspondingly, many consumers are choosing a wide range of canned goods beyond the "store-cupboard staples".

Most recycled

Unlike other packaging materials, steel did not need to undergo a 21st century "green revolution" to start recycling. Steel's intrinsic properties set it apart from other packaging materials: it is, and always has been, infinitely recyclable to 100% virgin quality. Steel is unique in that it is magnetic, which means it is easy and economical to sort and recover – no other packaging material has this advantage. Add to this the fact that using recycled steel is an integral part of the steel-making process. It comes as no surprise that steel is the most recycled packaging material in Europe, setting the benchmark for energy conservation and reduced emissions. The industry itself remains committed to its continuous improvement. Today, its highly efficient production processes focus on waste minimisation which has led to

Steel's evolution is a result of its technical development over the years. Today, no other packaging material provides such a wide variety of products to consumers.

considerable gains from an environmental perspective.

Steel for the future

Steel's evolution is a result of its technical development over the years. Today, no other packaging material provides such a wide variety of products to consumers: two-piece cans; aerosols; beverage cans with widgets; easy open ends are just some of the convenience developments that are now mainstream. Developments in steel grades have not only ensured an even more sustainable material, but one that offers brands significant opportunities for differentiation, allowing, for example, the development of uniquely profiled shapes. Other recent advancements include the microwave-ready tray which can be used to heat food in modern microwaves, and delivers a better quality convenience meal with superior performance results to traditional microwaveable packaging.

And these are just the visible changes! Steel manufacturers today focus on producing steel for packaging using fewer resources than ever before: emissions from the production process are 50% lower than 40 years ago, and today steel packaging is much lighter: the steel beverage can is an incredible 40% lighter than 30 years ago.

Steel continues to prove that its inherently unique properties, combined with a continuous industry drive for improvement provides benefits for packaging such as safety, reliability and sustainability which enables steel for packaging to help protect today and preserve tomorrow. ■

More information

Ends Carbon: UK Supermarkets 2009 Carbon Benchmark Report: http://www.endscarbon.com/_pdf/ends-carbon-supermarket-summary.pdf

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The Road to Greener Goods

Growing demand for more environmentally sustainable goods and services within the European Union has brought about the launch of two new environment-focused groups for the European retail sector and the European food chain. What are their aims?

"Environmental sustainability" is a phrase that is on everyone's lips these days, especially in the wake of the United Nations Climate Change conference at Copenhagen which saw representatives from 192 countries focusing on how to preserve the health of the planet through reducing greenhouse gas emissions.

Most observers tend to think that the decisions from Copenhagen are of concern primarily for major industrial producers and energy suppliers. Yet issues of environmental sustainability and climate change, apply equally to all of us. The daily shower, the temperature in the office, our food preferences, how often we renew our cars, how frequently we fly and more.

Which is why the European Commission launched in July 2008 its Sustainable Consumption and Production (SCP) Action Plan, an initiative designed to improve the environmental performance of the products and services we use every day. SCP is about

recognising that most of our impact on the environment is finally due to the products and services we consume. It is about reducing our environmental impact while maintaining or improving economic output and our standards of living.



The sustainability measures that are required to tackle the huge environmental challenges facing the planet need a holistic approach and the broad support of all actors.

Two consumption-focused groups launched 2009

2009 was an important year for SCP, with two new groups launched to promote environmental sustainability. On 3rd March the Commission announced, together with a number of major retailers, the European Retail Forum. This group, led by the Commission and retailers such as Asda/Walmart, Carrefour, IKEA, Tesco and others, aims to reduce the environmental impact of the retail sector, promote sustainable products and inform consumers about more environmentally friendly goods and services.

Almost simultaneously, major stakeholders of the European food and drink sector set up a platform to favour environmental sustainability throughout the food chain. The European Food SCP Round-Table brings together almost everyone involved in the supply and distribution of food and drink products, from farmers and agricultural traders, to food and drink producers, distributors, packaging material suppliers such as APEAL members, retailers and recycling organisations. It is equally open to consumer and environmental NGOs.

So, one group focusing on retailers, the other covering the food and drink chain. Where are the differences and what do they have in common? Some of the departure points are obvious. The Retail Forum is concerned with all consumer goods, from TVs to garden chairs to food, sold in retail outlets, and approaches sustainability from a retail point of view. The Food SCP Round-Table addresses specifically food and drink products, with ownership and participation involving the food supply and distribution chain as a whole.

While some overlap of expertise is inevitable, spokespersons for the two organisations say that

each has a contribution to bring to the debate. They believe that exchange of information between the two groups pools expertise, favours consistency and avoids duplication. Senator Feargal Quinn, President of EuroCommerce, states that, "In gathering the expertise of the entire food value chain, the [Food SCP] Round Table will constitute a major sector-specific reference point also for the Retail Forum".

At the same time, notes Pascal Gréverath, Director Environmental Sustainability of Nestlé and co-chair of the European Food SCP Round Table's Steering Committee, "Food and drink products are different to other products bought and sold on the market. Their specificities in terms of health, nutrition, well-being, cultural diversity and lifestyle make them incomparable to any other product. It is for that reason that the dedicated Food SCP Round Table is needed – to address the specific sustainability implications of the production and consumption of food and drink products, thereby involving all actors along the food chain in an equal manner. We are pleased to just welcome 14 new members, confirming the success of the Round Table." says Gréverath.

Cooperation the key

The European Commission is keen to support both groups. This makes sense given that the Commission's stated objective of persuading consumers to buy greener and more sustainable goods and services is served by both. The European Commission is co-chairing both initiatives, so there is a continuous flow of information between the two.

Such cooperation along the entire value chain is essential to developing a consistent and fruitful approach towards consumer choice. The

sustainability measures that are required to tackle the huge environmental challenges facing the planet need a holistic approach and the broad support of all actors.

Steel for Packaging at the heart of the debate

APEAL, for its part, is a member of the European Food SCP Round Table and has been contributing actively to the discussions on sustainability and packaging. "When it comes to sustainable packaging, steel is unique as it is 100% recyclable to virgin quality" said Joris Nachtergael, APEAL's Public Affairs Manager who represents the association within the forum. "On top of this with a recycling rate of 70%, steel is the most recycled packaging material in Europe. Given these important factors, it is only right that the steel for packaging industry, a major packaging material supplier, takes its place at the table and we are delighted to play a positive role in this ongoing debate." ■

More information

DG Environment's Sustainable Consumption and Production page: http://ec.europa.eu/environment/eussd/escp_en.htm



Recycling the Belgian Way

In the first of a series of articles looking at the recycling of packaging waste across EU member states, we examine the Belgian system. Belgium recycles 93% of its post-consumer household packaging, the highest recycling rate in the EU.





Collection systems: the Belgian model

Fost Plus, a non-profit private organisation, has managed the Green Dot packaging compliance scheme in Belgium for the past 15 years. The Green Dot scheme, established in 33 European countries, requires brands to declare the amount of packaging they put on the market and pay a proportional fee, thus contributing to the net cost of recycling. In Belgium, citizens are encouraged to sort their packaging waste by purchasing colour-coded bags. Charging a higher fee for the non-recyclable waste provides a big incentive for Belgians to put their packaging waste in the designated bags for recycling. With companies and citizens playing their part, the job of Fost Plus is to manage the compliance process.

The Belgian figures speak for themselves and Fost Plus, for its part, contends it is 'high-performing and low-cost' precisely because it must answer to stakeholders who fund the system including industry and citizens.

In Belgium, citizens are encouraged to sort their packaging waste by purchasing colour-coded bags. Charging a higher fee for the non-recyclable waste provides a big incentive for Belgians to put their packaging waste in the designated bags for recycling.

Integrated waste management system

The Belgian system is an example of integrated waste management with different and complementary flows: kerbside collection, container parks, and incinerators with magnetic extraction.

Kerbside 'blue bag' collection is for PMD (plastic bottles and flasks, metals and drinks cartons). To complement this service, public container parks exist, also known as recycling centres, to where people can deliver their PMD. There are facilities, too, for paper and carton board and for glass packaging, which goes directly to recyclers.

Transparent blue bags enable kerbside collectors to monitor the quality of the waste and ensure that the correct waste goes to be sorted. A label with a red hand symbol is applied to bags containing the wrong kind of waste and left behind, providing another incentive for households to sort correctly.

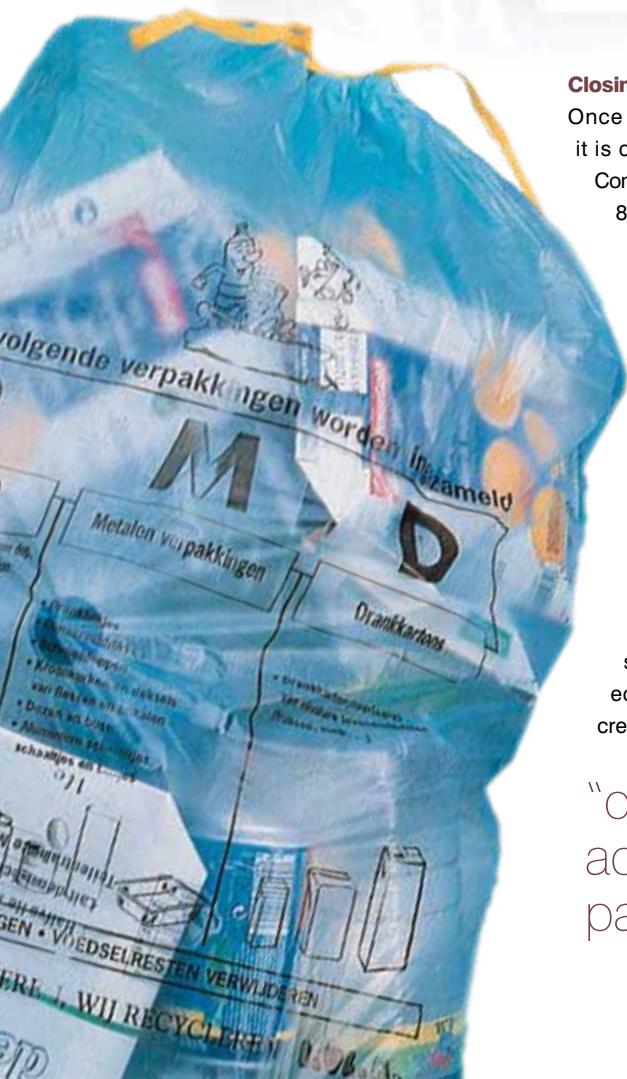
Sorting

The SITEL sorting centre in Liège serves an area covering around one million inhabitants. The municipalities from this area are SITEL's majority shareholder; financial institutions also own a share and, uniquely in Belgium, a further stake is held by organisations with a social function to rehabilitate former offenders and reintegrate people with special needs into the working community.

SITEL uses a variety of sorting methods depending on the material: plastics are sorted by electro spectroscopy, an optical sorting system based on material as well as colour analysis; non-ferrous scrap is sorted by "eddy current separation" using electromagnetic induction; and steel packaging – a ferrous metal – is separated simply using an electromagnet.

After the initial sorting, the purity of the 'good' stream is also manually checked. Human intervention also catches 'false' rejections, which can be around 10% of the total. ➔

Once steel for packaging has been sorted it is cleaned and sold back to the industry.



Closing the loop

Once steel for packaging has been sorted it is cleaned and sold back to the industry.

Cometsambre SA handles a supply of almost 800,000 tonnes of scrap every year from household and industrial sources.

"This makes us the biggest producer of iron and steel industry materials in Belgium," says Aurore Grosjean, its communication director. The steel (ferrous) scrap that still contains some waste is shredded to increase purity and density or a press is used to compress the clean ferrous scrap to be re-sold.

Mandatory deposit

Joined up and smooth running, the Belgian system offers social, environmental and economic benefits. Among these is job creation and some 2,000 people are directly

employed. However, despite its success, the idea of introducing a mandatory deposit system for beverage cans in the French speaking region of the country has recently been discussed with a stated aim of reducing litter. Pro Europe, which represents national packaging recycling schemes such as Fost Plus, argues that this proposal lacks environmental justification in terms of cutting down litter and carbon emissions, and that costs for consumers, business and local authorities would end up being higher. Moreover, deposit systems which generally require an additional fee being added to the price of the pack could, warns Pro Europe, introduce distortions to internal markets and are potentially anti-competitive. ■

FOST PLUS:

<http://www.fostplus.be/Pages/default.aspx>

PRO EUROPE:

<http://www.proeurope.be>

"deposit systems, which generally require an additional fee being added to the price of the pack... are potentially anti-competitive"

Fost Plus collection & sorting: Key Statistics

- 93% of post-consumer household packaging is recycled.
- Annual total cost per capita for collecting and sorting is less than €10.
- Between 1995-2008, disposal without recovery decreased from 46.29% to just 1.58%. Fost Plus estimates Green Dot saves up to 850,000 tonnes of CO₂ every year, or 5% of emissions produced by all vehicles in Belgium in one year.
- The use of secondary raw materials as a result of recycling lightens the environmental burden by reducing use of virgin material and production energy requirement.

Steel and recycling in Belgium

- Belgium recycles nearly all (98%) household metal packaging put on the market.
- Recycled steel and aluminium together accounted for 80,633 tonnes in 2008 of which steel represents the majority.
- Metals amount to 29.4% of the blue bag total.
- SITEL sorts more than 17,000 tonnes of packaging waste annually and receives on average one or two 12-tonne container loads of ferrous metal a day.

Steel for Packaging: Key facts

- The fact that steel is magnetic makes it the easiest and most economical material to recover and sort.
- When household waste is recycled, these magnetic properties enable steel packaging to be separated from cartons, plastic, and other materials.
- Unlike other materials, steel loses none of its strength or inherent qualities, no matter how many times it is recycled.
- Well-established routes for collection and recovery of steel cans have ensured recycling excellence.

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



DATE	EVENT	LOCATION
14 - 17 January	EU Energy & Environmental Ministers meet	Seville, Spain
25 - 27 January	European Parliament Environment Committee meets	Brussels, Belgium
2 - 4 February	LOGICON: the FMCG and Retail supply chain & logistics event	Brussels, Belgium
4 - 7 February	Packing and Converting Executive Forum (PACE) 2010	London, UK
24 - 25 February	Packaging Innovations, Easyfairs packaging shows	Birmingham, UK
15 - 17 March	European Parliament Environment Committee meets	Brussels, Belgium
17 - 18 March	EU Packaging & Waste Law	Brussels, Belgium
25 - 26 March	European Council	Brussels, Belgium
6 - 7 April	European Parliament Environment Committee meets	Brussels, Belgium
26 - 28 April	European Parliament Environment Committee meets	Brussels, Belgium
27 - 29 April	Cannex	Las Vegas, USA

Languages available: English, French, German, Spanish.

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