

ISSUE #7
JUNE 2013

STEEL FOR PACKAGING UPDATE

Recycling
on the increase

Latest design
innovations

Saving food
with the can

National Newsbrief



EU to revise recycling targets in the Packaging and Packaging Waste directive

The European Commission has begun the consultation process for an amendment that aims to apply in 2014. Steel for Packaging welcomes the review and looks forward to

greater recycling targets for all materials that would benefit both the European economy and the environment.

More information: « [Inside Brussels](#) », Page 15



Steel recycling to increase in the UK

The UK Parliament has agreed higher business recycling targets for steel, aluminium and plastic packaging in the UK in 2013-2017.

The Producer Responsibility Obligations Regulations 2012 will increase steel recycling from 71% in 2012 to 76% in 2017. Over the same period plastics will increase from 32% in 2012 to 57% and aluminium from 40% in 2012 to 55%.

The increases are designed to meet the overall minimum 60% recovery target set by the EU Directive. In December 2011, a public consultation found the majority of respondents supported regulation to exceed the EU minimum. Defra minister Mr Richard Benyon estimates that the new packaging targets will deliver a “net benefit of £181 million to the UK economy over the period 2013 to 2017”. Steel’s consistent above-average targets reflect the high quality of infrastructure available for collecting, sorting and reprocessing the scrap.

More information: www.defra.gov.uk/environment/waste/

Alexander Mohr is appointed Secretary General of APEAL

Effective from June 3rd, Alexander Mohr has been appointed to the position of Secretary General.

Alexander Mohr joined APEAL in 2012 as Director External Affairs. Previous to this, he headed the public affairs practice for the European container glass industry based in Brussels,

worked for a German political think tank on political party consulting issues and lectured on international relations at the Institut d’études politiques de Paris (SciencesPo). He holds a law degree from the University of Tuebingen, Germany.

Editorial

This latest issue of Steel for Packaging Update offers not only an insight into the issues impacting steel packaging across Europe today, but also a wider look at the way steel is impacting EU packaging policy and supply chain requirements.

The sustainability of steel packaging has many faces.

It's about the increasing steel recycling rate figures, going from strength to strength, saving ever more energy and resources.

It's about the 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.

It's about the design and differentiation possibilities of steel packaging, continuing to protect and endure but in ever-more innovative ways.

And lest we forget why the can is one of the most impacting discoveries of the past 200 years, we begin a series to revisit defining moments in the rise of Steel for Packaging and discover why all that made the tin can such a great invention is still relevant to steel today.

Explore and enjoy!

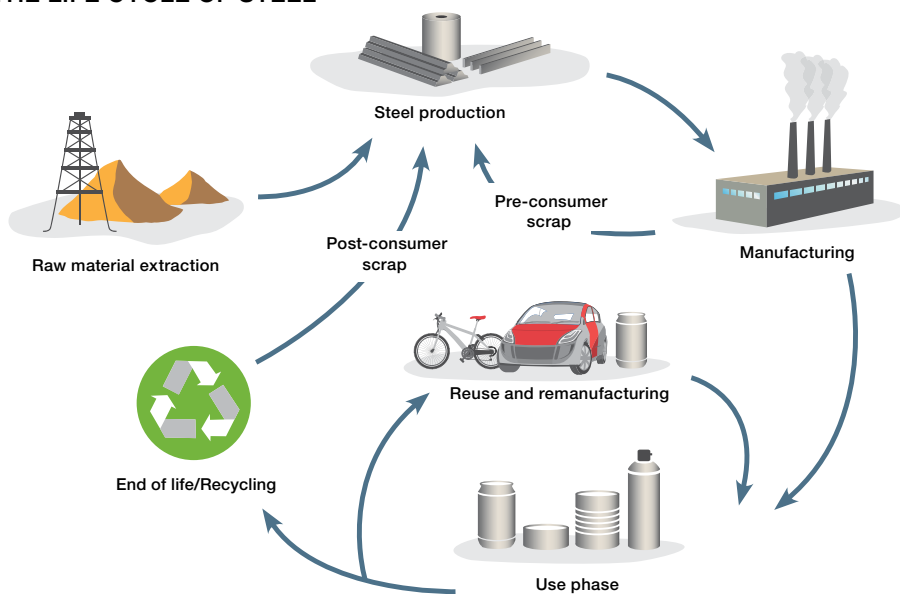
Patricia Mobbs
Editor



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THE LIFE CYCLE OF STEEL

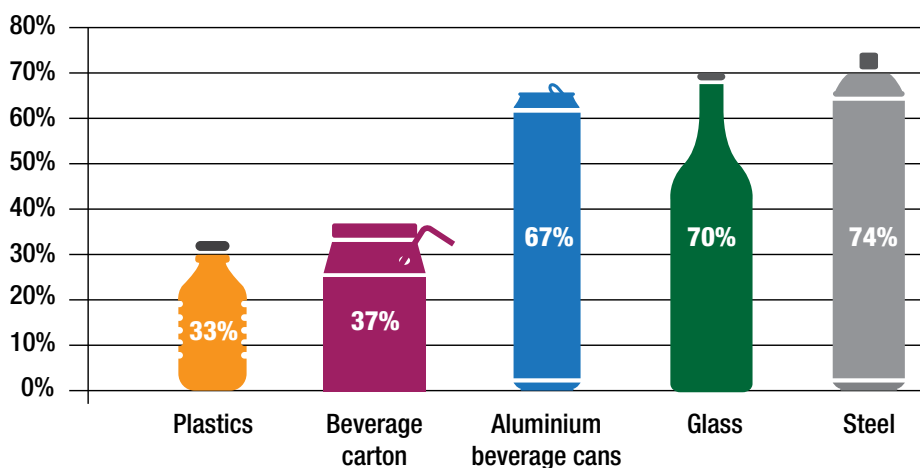


Source: worldsteel

“These figures show just how much of an impact we can have on reducing emissions through recycling and better use of resources” said Filip Kaczmarek, MEP, commenting on APEAL’s 2011 recycling figures. “This is an excellent example of how each and every one of us can make a big difference in our fight against climate change and towards greater resource efficiency.”

Recycling steel creates value. Value from the raw materials it saves, but also value from energy and emissions savings too. It’s important that recycling is pushed at every policy level to drive Europe to become a true recycling society. Every European citizen can make a difference. And with less emissions and greater energy savings, every European citizen can feel a difference.

Recycling rates for packaging material in Europe in 2011



Sources: Industry experts - PlasticsEurope, ACE (Alliance for beverage cartons & the environment), FEVE (European Container Glass Federation), APEAL (European Association of Producers of Steel for Packaging) & EAA (European Aluminium Association).

In 2011, Europeans recycled enough steel packaging to fill
A FOOTBALL STADIUM 1,25 KM HIGH



Recycling steel packaging in Europe saves the CO₂ emissions equivalent of close to taking
2 MILLION FLIGHTS FROM BRUSSELS TO TOKYO



The Interview

Arno Melchior, Global Packaging Director of Reckitt Benckiser

This article is the first in a series demonstrating the advantages of Steel for Packaging in terms of supply chain efficiency.



Arno Melchior

“In terms of sustainability we choose materials which are not only recyclable but which are also actually recycled.”

APEAL: You are Global Packaging Director for Reckitt Benckiser, one of the world’s leading fast-moving consumer goods companies. Can you explain Reckitt Benckiser’s approach to product packaging?

Arno Melchior: Our Packaging Development is based on several pillars. The most important ones are, in alphabetical order, convenience, cost-efficiency, product protection and sustainability. In terms of sustainability we choose materials which are not only recyclable but which are also actually recycled. From these materials we choose the one which provides the best product protection/cost-efficiency ratio. Other requirements like protection of the consumer, ease of use etc. are then designed into the pack.

How relevant is Steel for Packaging for your business in each of these areas?

This approach is in terms of recyclability and recycling a very big plus for steel. Steel is magnetic. So it can be easily separated in the waste stream. Steel is recyclable and, unlike plastics or paper, you can recycle steel again and again without degradation.

Reckitt Benckiser’s “betterbusiness” approach to sustainability reveals a profound understanding of the global pressure on natural resources and waste. What are your concerns about resource efficiency and how can steel make a positive contribution?

We developed “betterbusiness” by examining the key sustainability-related trends that will present the greatest risks and opportunities for our industry and focused on the ones where we can make the biggest difference. For example, one of the trends we decided to focus on was water scarcity, which is relevant to all of our

products and many of our consumers. Resource efficiency will become more important as the world’s appetite for steel grows. This means that the recycling of world steel will need to increase in future to meet projected demand. In this respect it will be very important for the steel industry to support local authorities to increase recycling levels to rates above 90% like we have in Germany and Belgium.

Reckitt Benckiser’s Air Wick aerosol snapped up the top prize for the 2011 UK Packaging Awards Environmental Initiative. Can you detail the contribution of the tinplate packaging to your success there?

The 100% natural Air Wick with compressed air propellant helped us to reduce the carbon footprint by 40% which is equivalent to taking 13000 cars off the road. The tinplate can is a well-known packaging format to consumers. So we made sure in this respect that consumers could still recognize the new airfreshener as an Air Wick product. Steel also protects the perfume from degradation and it makes sure that the pressure of the compressed air will remain until the final use.

Was the recyclability of tinplate a key factor in your choice of packaging material for this product?

Of course. We compared not only recyclability but also actual recycling rates of tinplate aerosol cans vs aluminium aerosol cans. Steel is, in this respect, by far the better choice.



Reckitt Benckiser (RB) is a global consumer goods leader in health, hygiene and home. Today it is the global No 1 or No 2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation. It is also commended for its strong and innovative approach to sustainability, notably climate strategy and emissions reduction.

Reckitt Benckiser manufactures an extensive range of home and hygiene products. Can I assume the barrier and protection properties of steel are important factors when it comes to choosing a packaging material for this segment?

Absolutely. For aerosols, for example, we use mainly steel. Only very small cans are made from aluminium. For many products like shoe paste or floor polishes, steel provides a barrier not only against oxygen and moisture but also against UV light.

Reckitt Benckiser has been repeatedly recognised globally for its sustainability initiatives, notably its life cycle approach to reducing the carbon footprint of its products. Are data for packaging materials included in your Carbon20 and Sustainable Innovation Calculators, for example the APEAL 2011 LCI dataset for tinplate production in Europe?

RB does take a total life cycle approach to measuring the sustainability impacts of our products. Packaging and Raw Materials contribute 23% of our Total Carbon Footprint and are the second largest impact area behind consumer use. Our life cycle approach is grounded in the science of Life Cycle Analysis and we use a variety of third-party, verified LCI datasets. RB's Sustainable Innovation Calculator does capture packaging and references the same robust dataset as our Total Carbon Footprint.

Finally, on a more general note, do you believe that there is a shift of perception in the market away from packaging as a source of waste and towards recognising the importance of packaging's fundamental role, i.e. to protect and preserve goods?

The recent campaigns by several governments to tackle the food waste issue have opened the eyes of many consumers with respect to the very important function of packaging not only to protect and preserve but also in the very basic function to transport food from the farms to the shops without major wastage. 25 years ago I had to defend my job in private discussions when friends accused me of generating waste. Now people are much more open to recognise packaging as a crucial element of our society.

How well does steel packaging fulfil that role for your products?

Steel packaging fulfils the role of protecting and preserving products very well. As already mentioned steel provides barrier not only against oxygen and moisture but also against UV light. Steel will remain very high on the list of packaging materials which we use at Reckitt Benckiser.

For more information: www.rb.com



**“40% less climate change impact compared to regular aerosols”,
RB Sustainability Report 2011**

Reach out and touch

The best steel packaging innovations of 2012

With new embossing, shaping and printing techniques today's steel packaging designers are pushing back technical limits and providing their customers with endless possibilities for product differentiation.

Today's steel containers don't just catch the eye, they make the consumer want to reach out and touch...

Steel is one of the most reliable and sustainable packaging materials available. Yet these award-winning designs demonstrate the extent to which steel is also a material for design and innovation excellence.

Images by courtesy of The Canmaker
For more information: spgevents.com/coy2012winners.htm

Showcasing real design and manufacturing achievements, The Canmaker's "Can of the Year" awards have recognised the best innovations and initiatives in global metal packaging for 17 consecutive years.



2012 Cans of the Year



Decoration & Print category Gold winner

Luxury tinplate container from Virojanglor (France), an outstanding example of the deep embossing decoration that only steel packaging can offer.

Aerosol category Gold winner

Innovative polymer-coated steel can demonstrating a waste-reducing, printing technique without water or alcohol.



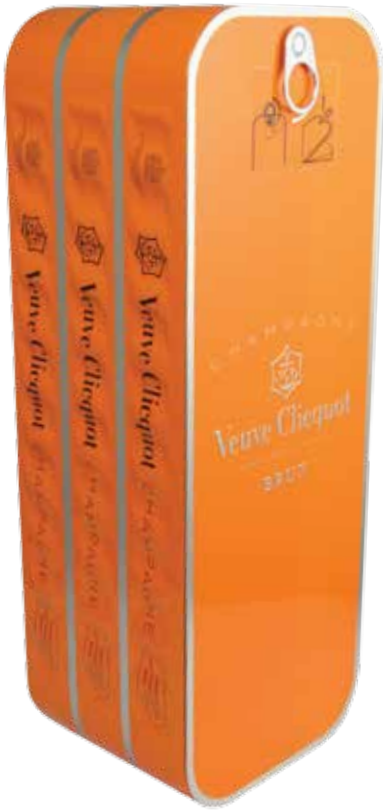
Food three-piece category Gold winner

Eye-catching mini oil barrel design from Massilly (France), which also gives a real advantage for stacking.

Beverage three piece category Gold winner

Elaborate beaded can using expanded molding for a glass-cut design and easy-to-hold grip.





A master of decoration and embossing for tinplate packaging, Virojanglor also snapped up the Silver Award in the “Can of the Year” Fancy Can category, the “Pentawards 2012” Silver award and the “Emballage 2012” Pack Experts Innovation award for its Veuve Clicquot Ponsardine gift pack on a design based on 3 sardine cans.

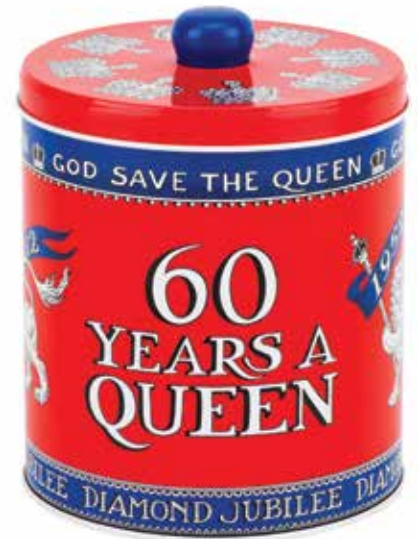


General Line category
Gold winner

Quality tinplate pail for industrial paints from Emballator (Sweden), whose patented safety lid is both easy to open and reliable (UN-approved for safe transport).

Fancy Cans category
Gold winner

Retro-design barrel with step and metal knob cover, whose round shape also offers great stacking possibilities.



Food two-piece category
Gold winner

Drawn tinplate metallic-effect can for tuna from Ardagh group



Lighter cans are the future

The prototype and sustainability awards both recognised cans demonstrating new light-weighting achievements, a clear indication of the industry's commitment to resource efficiency and reduced material use.



Sustainability award Gold winner

Currently the lightest steel can on the market.

Prototype category Gold winner

The world's lightest three-piece steel beverage can, available in 2013.



Back to basics

10 dates that define Steel for Packaging, Part 1

Since the first cans were designed to sustain world powers in their quests around the globe, Steel for Packaging has innovated and evolved as fast as consumer demand; always adapting, innovating and satisfying whilst preserving the qualities that first defined its value – inherent strength and unrivalled protection.

Steel protects and preserves the products we use, making them safer, easier and more reliable. Because steel packaging functions as such an important part of our everyday lives, we barely notice it anymore and might tend to forget its noble beginnings.

Here starts a new series revisiting and remembering the defining dates in steel's journey to becoming the longest and strongest of all packaging materials, as well as the most recycled packaging material in the world.

1795 French emperor Napoleon Bonaparte offers a prize to anyone devising a new way to preserve food.



Over 200 years ago, traditional methods of preserving food did not keep it edible for long enough to reach France's armies in their far-flung quest for military supremacy and colonial expansion. Napoleon's troops were being decimated by the hunger and scurvy that were proving more deadly than combat. France needed to discover a way of keeping food unspoiled over distance and time.

Food cans continue to deliver that same reliability today. They provide long storage and safe food relief in modern world tragedies such as floods and earthquakes. They allow the balancing of bumper harvest with less productive years, and the regulation of production supply to consumer demand inside today's market economies.

1809 Nicolas Appert invents the first system to preserve food by heat sterilisation.



A confectioner by profession, Nicolas Appert discovered that heating food to high temperatures inside sealed glass jars stopped it from 'going off'. He received a prize from the French government and publicized his findings in a book that became the reference in canning for many years.

effectiveness, by being the first to demonstrate how the growth of microorganisms is the cause of food spoilage.

The canning process still allows capturing the freshness and nutrients of food from the harvest, and virtually eliminating food spoilage during transport and storage.

The world would wait until 1860 for Louis Pasteur to provide the explanation for canning's

Food for thought

How the can saves resources

In EU27, 179 kg of edible food is thrown away per year, per citizen, whilst 79 million European citizens live below the poverty line¹.

Saving food by preventing waste is a key element of a wider debate on how to feed the world of today and tomorrow. With a world population set to grow 2.5 billion by 2060², society faces new and difficult choices.

In Europe, almost 50% of edible food is lost³. If we include the resources used to manufacture these foodstuffs such as land, water and fertiliser, the total cost is significant and the subject merits its place under the scrutinising eye of government.

Reducing food loss would allow us to improve the global efficiency of food resources and contribute to global sustainability. In order to achieve this, the balance between the amount of food that is grown and that which is finally consumed needs to be improved. Packaging has an important part to play in achieving this objective.

Canned food and drink were vital in ensuring that healthy and safe food could reach victims of the 2010 tsunami in Japan and 2012 cyclone in the US.

Without measures put in place, the amount of food thrown away in Europe will reach 126 million tonnes in 2020, a 40% increase compared with 2006⁴.

CAN BENEFITS

Canned food:

- is collected, cleaned, cooked at high temperatures and sealed close to source when still fresh,
- conserves nutrients and taste INSIDE and leaves impurities OUTSIDE,
- is canned close to source meaning less waste in transport.

Cans:

- remain unbreakable during transport and handing,
- enjoy a long shelf life, with no need of refrigeration,
- allow efficient food stock management, balancing harvest produce with consumer demand.



TOWARDS A SUSTAINABLE FUTURE

With one planet, limited resources and a growing population, how the world will continue to feed itself is an important question. Protecting food stocks from waste is an important step in the right direction. The real cost of lost food, in economic and environmental terms, is largely unknown today.

Cans are an efficient way to bridge the gap between food that is grown and food that is consumed, offering a real solution for saving food.

The food can should be universally recognised as a champion of sustainable consumption!

1 European Parliament, January 2012
2 United Nations, Department of Economic and Social Affairs, Population: World Population Prospects, 2010 revision
3 European Parliament, January 2012
4 European Commission, October 2010



Adapted into English from the joint Empac / SNFBM (Syndicat Nationale des Fabricants de Boîtes, emballages et bouchages Métalliques) campaign to create awareness of the key sustainability benefits of metal packaging.

Empac (European Metal Packaging) brings together over 200 manufacturers, suppliers and their national associations, to promote the benefits of rigid metal packaging.

Leading packaging & filling specialists discuss the benefits of metal packaging on the French retailer & consumer goods site "LSA TV" (in French only) <http://tv.lsa-conso.fr/emission-empac>

INSIDE BRUSSELS

Alexander Mohr begins a regular column on Steel for Packaging in European policy discussions



Alexander Mohr,
Secretary General, APEAL

There is a big item on the desk of the European Commission for the coming years; the review of the European Packaging & Packaging Waste Directive (PPWD). APEAL is taking an active role in the discussion, advocating the social, economic and environmental benefits of recycling and highlighting the positive contribution of steel.

The European Commission has already begun the public consultation process on the review of the PPWD, aiming for an amendment to apply in 2014. The PPWD originally came into force in 1994 with a first amendment in 2004. The directive contains provisions on the prevention of packaging waste, on the re-use of packaging and on the recovery and recycling of packaging waste.

The European Union is increasingly looking into possibilities within its policies to enable the decoupling of economic growth from resource use. The core of this approach is the flagship initiative for a resource-efficient Europe under the 'Europe 2020 strategy'. This flagship initiative supports the shift towards a resource-efficient economy in order to achieve sustainable growth. Here the PPWD will also play an important role as it sets, for example, the packaging recycling targets that European member states will have to achieve in the years to come.

One of the possibilities on the discussion table is to raise the recycling targets for packaging materials. The current target for steel is 50%, a target that European average has surpassed since 2000, with a great many EU countries recycling in excess of 80%. Indeed, steel is extremely easy and economical to sort due to its magnetic properties and has the great advantage of being infinitely recyclable in any desired application.

APEAL promotes higher recycling rates, as more recycling on a European level is key to saving raw materials, reducing emissions and helping to manufacture even more efficiently. APEAL supports this position with concrete actions to raise awareness amongst local and EU policy-makers of the benefits of recycling. The 2011 "Green solutions" conference in Slovakia is a great example of this. An initiative for local authorities in Poland takes place this year.

In all recent policies of the European Union, and its efforts to decouple growth from resource use, Steel for Packaging is perfectly positioned as an environmentally-friendly and resource-efficient packaging material. Indeed, in 2012 the European Parliament endorsed the European Commission's Resource Efficiency Roadmap, specifically calling for "Permanent materials" to be made a new resource category, thus recognising the positive role of infinitely recyclable "Permanent materials" such as steel in society.

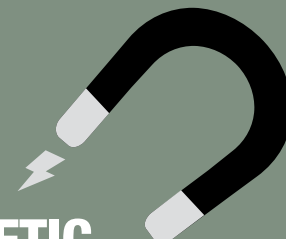
Infinitely recyclable without any loss in quality or properties, Steel for Packaging is perfectly positioned in these upcoming consultations. The discussions on the PPWD will be another opportunity to highlight the positive contribution of Steel for Packaging to European sustainability policy.

Steel Packaging & Sustainability



Each item of recycled steel packaging saves over **ONE AND A HALF TIMES ITS WEIGHT IN CO₂**

1,5

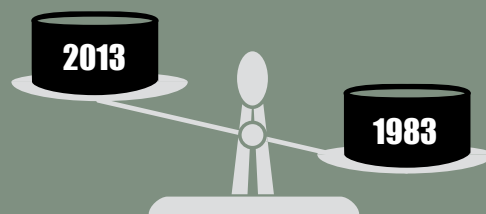


MAGNETIC SEPARATION

makes it easy to separate steel packaging from the rest of the waste stream (even from bottom ash)



STEEL PACKAGING is **100% RECYCLABLE**

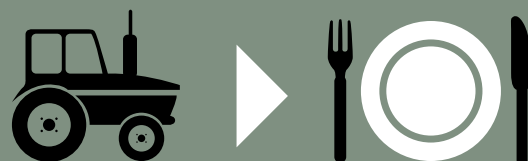


Over the past 30 years, steel packaging has become **40% LIGHTER**



Steel packaging's long shelf life and portion sized packaging **SAVES FOOD**

74% OF ALL **STEEL PACKAGING** in Europe is recycled, more than any other packaging material



CANNED FOOD

is easily stacked, transported and does not require cold storage, making it sustainable from farm to fork

Steel packaging recycling saves the CO₂ equivalent of using more than **8 MILLION BARRELS OF OIL**





Discover the 7 key benefits of Steel for Packaging...

www.steelforpackaging.org

LIST OF FORTHCOMING PACKAGING EVENTS AND EUROPEAN PARLIAMENTARY SESSIONS

DATE	EVENT	LOCATION
1-4 July	European Parliament Plenary	Strasbourg, France
3-5 September	PACTEC	www.finnexpo.fi Helsinki, Finland
5-8 September	IPACK	www.ite-ipack.com Istanbul Turkey
9-12 September	European Parliament Plenary	Strasbourg, France
12-15 September	Eurasia Packaging	www.packagingfair.com Istanbul Turkey
23-26 September	PAKFOOD	www.pakfood.pl Pozna , Poland
15-17 October	Budatranspack	www.budatranspack.hu Budapest, Hungary
21-22 October	European Parliament Plenary	Strasbourg, France
24-25 October	LUXE PACK	www.luxepack.com Monte Carlo, Monaco
24-25 October	European Parliament Plenary	Strasbourg, France
6-7 November	European Parliament Plenary	Brussels, Belgium
7-8 November	The Canmaker Summit	Edinburgh, UK
18-21 November	European Parliament Plenary	Strasbourg, France
19-21 November	EUROPACK	Lyon, France
9-12 December	European Parliament Plenary	Strasbourg, France

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