

# PRESS RELEASE

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## **APEAL PLANS TO ‘STEEL’ THE SHOW AT INTERPACK**

APEAL, The Association of European Producers of Steel for Packaging, announced today that it will host a dedicated ‘Steel for Packaging’ stand for the first time at the forthcoming Interpack show in Düsseldorf, 8<sup>th</sup> - 14<sup>th</sup> May 2014.

The show, which last took place in 2011, is one of the world’s leading packaging trade fairs and the largest of its kind in Europe.

APEAL’s secretary general, Alexander Mohr, believes the show to be an ideal platform for APEAL to engage the packaging industry in discussions about the environmental, social and economic benefits of Steel for Packaging.

Mohr said: “Steel for Packaging is one of the most established, familiar and highly trusted packaging materials, but many retailers and brand owners are not fully aware of its market-leading environmental credentials.

“Having a dedicated stand at Interpack will allow APEAL to show how Steel for Packaging is increasingly recycled, more efficient, more versatile and consequently more sustainable than other packaging materials.

“As one of the largest packaging trade shows in the world, Interpack is a great place for us to talk with our entire industry about the environmental credentials of Steel for Packaging

APEAL and its members will be located at stand B53 in Hall 11.

The Association will also be co-hosting the Metal Packaging Forum alongside Empac (the European metal packaging association) and VMV (the German rigid metal packaging association). The Metal Packaging Forum will be located at stand B47 in Hall 11.

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**About APEAL**

APEAL - the Association of European Producers of Steel for Packaging is a federation of four multi-national producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, ThyssenKrupp Rasselstein, U.S. Steel Košice). In total these four companies employ over 200,000 workers in Europe. Founded in 1986, APEAL represents today about 95% of the total European production of steel for packaging.

**About Steel for Packaging**

Steel is a unique packaging material, combining exceptional performance capabilities with unrivalled environmental credentials. Strong, formable and long-lasting, steel offers numerous benefits for the safe packaging of a wide variety of products.