# APEAL invites Interpack visitors to ‘Take a fresh look’ at steel for packaging

Visitors to the Interpack trade show (8-14th May) are being invited to ‘take a fresh look’ at steel packaging not only at the stand of APEAL (stand B53 – Hall 11), The Association of European Producers of Steel for Packaging, but also during a unique Steel Day at the Metal Packaging Forum.

The APEAL Steel Day at the Metal Packaging Forum will take place on Friday 9th May at stand A48 in Hall 11.

A morning session will focus on how Steel for Packaging is recycled and efficient, with the secretary general of APEAL, Alexander Mohr, releasing the latest 2012 recycling figures for steel packaging and introducing the results of research into the value and performance of steel versus other packaging options. The research results will be presented by a representative of the Dutch consultancy TNO.

The afternoon session will reveal the outcome of a survey of brand owner attitudes towards the competing environmental claims of packaging materials. APEAL has appointed packaging design and research consultancy Design Futures, based within Sheffield Hallam University (UK), to conduct a survey of European brand owners and gauge their understanding of steel ‘s sustainability credentials as a trusted and reliable packaging material. The findings of the study will be presented by researchers from the University.

APEAL’s President Christian Korn will introduce each session.

APEAL’s secretary-general Alexander Mohr said: “These research findings will help to shape work by APEAL towards increasing awareness of steel’s excellent sustainability credentials and the benefits of Steel for Packaging in the future.”

The Metal Packaging Forum will be located next to the APEAL Steel for Packaging stand. Co-hosted by APEAL, Empac (the European metal packaging association) and VMV (the German rigid metal packaging association), the Forum will be a meeting area for the metal packaging sector, their customers and packaging industry decision makers.

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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.