

INVITATION TO PARTICIPATE FREE-OF-CHARGE

Register now, with no obligation, to receive our series of 4 complimentary Info Packs as soon as they're published.



4 INFO PACKS

Offer short abstracts of market research, consumer trends, packaging solutions and case stories

INFO PACK 1 : Convenience

Each product needs its own "mix" of convenience features - developed according to the product's market positioning, for example, "premium" brands. Major focus on ease of opening & re-closing

INFO PACK 2 : Shelf differentiation

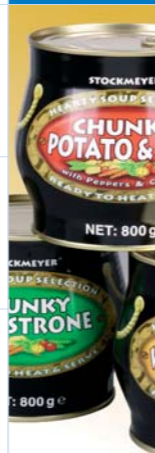
Highlights the full potential for shelf differentiation through packaging by reviewing state-of-the-art shaping, embossing, printing and decorative developments and techniques

INFO PACK 3 : Nutritional values, safety & protection

Factual and emotional aspects - including 3rd party testimonials - of the outstanding properties of steel packaging when it comes to protecting, preserving nutritional value and ensuring the safety of the contents

INFO PACK 4 : Sustainability

Demonstrates the eco-efficiency of canned food compared to other packaging systems and the overall sustainability of the solution



The Association of European Producers of Steel for Packaging

Tel: +32/2 537 91 51 - Fax: +32/2 537 86 49
e-mail: info@apeal.be
www.apeal.org
Avenue Louise 89, BE-1050 Brussels, Belgium.

STEEL FOR PACKAGING

TRUSTED EXPERIENCE

A complimentary information programme
about steel food packaging for:

BRAND OWNERS
RETAILERS
DESIGNERS

1 CONVENIENCE 2 SHELF DIFFERENTIATION 3 NUTRITIONAL VALUE, SAFETY & PROTECTION 4 SUSTAINABILITY

Demographic changes and the effects of changing habits and lifestyles are clearly influencing food consumption. For brand owners, these changes have resulted in a strong focus on the key issues that affect their competitiveness.

Conscious of its role in the brand packaging supply chain, Europe's steel for packaging industry continually invests not only in innovative, new and reliable packaging solutions, but also in ensuring that brand owners, retailers and designers are kept informed of innovations.

The programme described on these pages is part of that effort and addresses, one by one, the issues we all share in our quest to remain competitive.



YOUR SHORTCUT TO ESSENTIAL FOOD PACKAGING NEWS & INFORMATION

- Contains the **latest information** presented in a **short, concise format**
- Completed by more **detailed information available on-line** and updated regularly
- Delivered in a regular and **sequenced flow**

REGISTER TODAY TO RECEIVE YOUR UP-TO-DATE PACKAGING BACKGROUNDEERS - DETAILS OPPOSITE

STEEL FOR PACKAGING - TRUSTED EXPERIENCE

A DIRECT LINK TO THE FACTS YOU NEED

Each Info Pack you'll receive contains:

- An easy reference **Index of contents**
- The **Bottom Line**
- **Market Trends**
- **Case Studies**

THE BOTTOM LINE

The main issues - in a nutshell

MARKET TRENDS

The latest news, facts & figures from the international consumer research front

- *Short and concise*
- *Making it easy to stay up-to-date... quickly*

CASE STUDIES

Innovation in practice - backgrounders to recent new developments and case studies

- *Practical applications in the food segment*

...plus references for **more information available on-line** via the Apeal web site, steel industry and can-manufacturers sites, related association sites and more

ON-LINE

Each Info Pack offers specific references indicating where you can find more detailed information, abstracts of recent studies, supporting documentation, presentations and a gallery of case studies.



On the Apeal Website... more background



Case studies

Presentations and research extracts



CONVENIENCE

1

DIFFERENTIATION

2

PROTECTION

3

SUSTAINABILITY

4

THE ONE-STOP STEEL PACKAGING RESOURCE

To benefit from our new Info Pack programme which will be published over the coming months, simply register today. This **entirely complimentary** programme, funded by the European steel for packaging industry, represents your shortcut to being "in the know".

STEEL FOR PACKAGING - TRUSTED EXPERIENCE