



the **steel** can
5 *myths*
realities

**STEEL
FOR
PACKAGING**



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www.apeal.org/realities



5 myths

not **safe**?

not **fresh**?

not **appealing**?

not **convenient**?

not **sustainable**?

5 realities

	<p>Philip DUNCAN Vice-President Procurement, Heinz Europe</p>
<p>Testimonies on the level of</p> <ul style="list-style-type: none">• reliability• proven protective qualities• barrier properties	
	<p>Lyndell COSTAIN UK Registered Dietician</p>
<p>Testimonies on the level of</p> <ul style="list-style-type: none">• shelf life• preservation of nutritional values• vitamin contents	
	<p>Fabrice PELTIER President of P'Référence</p>
<p>Testimonies on the level of</p> <ul style="list-style-type: none">• new extended shaping possibilities• coated solutions• new brightness levels	
	<p>François PAPE Production Manager, Jean Hénaff SAS</p>
<p>Testimonies on the level of</p> <ul style="list-style-type: none">• improved opening facilities• reclosable solutions• microwaveable steel solutions	
	<p>Antoon ANSEMS LCA Expert, TNO Environment & Geosciences</p>
<p>Testimonies on the level of</p> <ul style="list-style-type: none">• recycling achievements• weight reduction• eco-efficiency & sustainability profile	