

# PRESS RELEASE

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## APEAL CONFIRMS HISTORIC HIGH IN STEEL PACKAGING RECYCLING

APEAL (the Association of European Producers of Steel for Packaging) has confirmed 2013 as the best year ever for steel packaging recycling in Europe.

An average European-wide recycling rate of 75% was achieved in 2013, 1 percentage point up from the previous year.

The methodology and data sources used for the calculation of the European steel recycling rate have been once again reviewed independently by the energy and waste specialist consultancy, Eunomia, who have confirmed the credibility of APEAL's methodology and data.

The result confirms steel's status as the most recycled packaging material in Europe and comes at a time when the recycling of other materials appears to stagnate.

The rate equates to over 20 years of continuous improvement by the steel for packaging sector where recycling rates have risen more than threefold.

Alexander Mohr, secretary general of APEAL, commented: "Steel has numerous inherent qualities that underpin improving recycling rates, but this data shows that the industry is working as hard as ever to reach our voluntary objective of 80% recycling rate by 2020.

"Steel recycles forever, with no loss of material quality and is easily recovered from any waste stream thanks to its magnetic properties.

A tonne of recycled steel saves over one and a half times its weight in CO<sub>2</sub> emissions, over twice its weight in raw materials and uses 70% less energy than producing steel from virgin sources.

"The scrapping of the Circular Economy Package earlier this year by the EU Commission was clearly disappointing, but there are promising signs that a replacement will be announced soon that will provide ambitious recycling targets necessary for pushing Europe towards a circular economy.

“APEAL is confident that this is the way forward and in the meantime we will continue to concentrate our efforts in those countries where there is still potential for increased steel recycling.”

“Steel is the perfect material for a circular economy” said Dr Ulrich Roeske, president of APEAL, commenting on APEAL’s 2013 recycling figures. “It sets the example for other materials to follow in our collective journey towards greater resource efficiency.”

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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.