

# PRESS RELEASE

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## APEAL TO HOST “GREEN SOLUTIONS FOR CENTRAL EUROPE 2015” SUMMIT IN POLAND

APEAL, the Association of European Producers of Steel for Packaging, is to host a second steel packaging summit specifically oriented to the needs of Central Europe.

The summit, “*Steel Packaging - Green Solutions for Central Europe 2015*”, will take place in the Warsaw Marriot hotel on 8 October 2015 and will be followed by a tour of the ArcelorMittal Warszawa steel manufacturing plant.

Delegates confirmed for the event include national, regional and EU policy makers as well as representatives from can manufacturers, major brands and local recovery organisations. Rekopol Recovery Organisation SA is partnering the event.

“The Steel for Packaging Industry is proactively supporting the concept of an efficient circular economy. Resource efficient production processes, innovative products, permanent material properties and annually high recycling rates will enable us to generate qualitative growth in the European Union”, commented APEAL president Dr Ulrich Roeske, who will be speaking at the conference.

“The Green Solutions 2015 summit will be an opportunity for policy makers, value chain partners and steel producers to present strategies, exchange ideas and communicate a vision for the future of steel as a sustainable packaging solution in a circular economic system”, he added.

APEAL secretary general, Alexander Mohr, will also be talking at the event about waste and the EU Circular Economy Package. He said: “The scrapping of the Circular Economy Package earlier this year by the EU Commission was seen by many, including APEAL, as a disappointment. But there are promising signs that a new drafted proposal will be issued in the autumn that will provide ambitious recycling targets necessary for pushing Europe towards a circular economy.”

The tour of the ArcelorMittal Warszawa site will be an opportunity to experience first-hand how steel is recycled, integrating the manufacturing process and reducing raw material use, energy use and emissions.

The invite only summit is the second of its kind hosted by APEAL. The first event took place in 2011 at the U.S. Steel Košice plant in Slovakia.

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**About APEAL**

APEAL, the Association of European Producers of Steel for Packaging, is a federation of four 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.