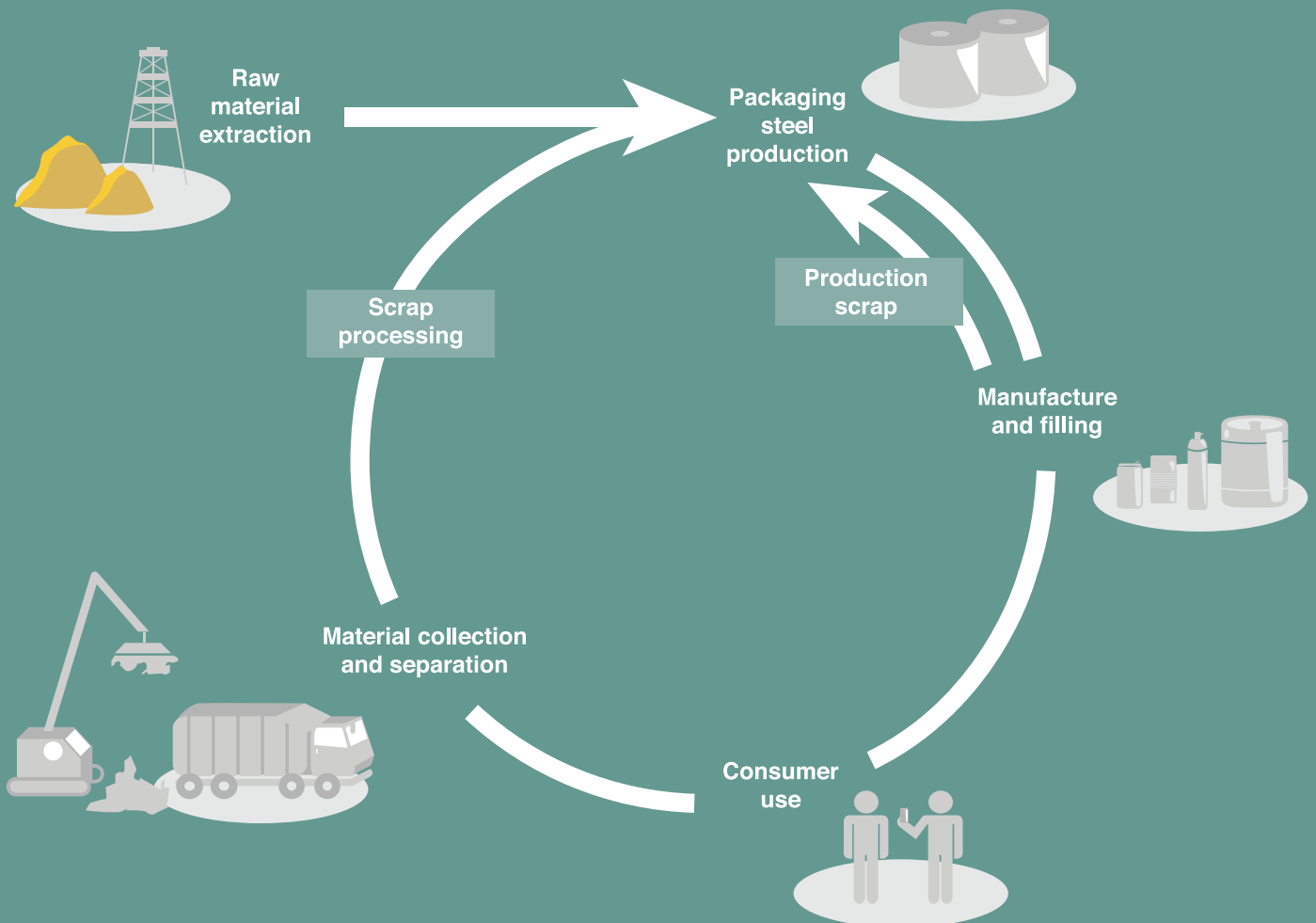


# STEEL<sub>FOR</sub> PACKAGING



## APEAL position on Circular Economy

*Steel packaging enables a Circular Economy*

## STEEL PACKAGING ENABLES A CIRCULAR ECONOMY

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The steel packaging industry welcomes the European Commission dossier on the Circular Economy. This paper complements the European Steel Association (Eurofer) Circular Economy position paper "[The role of the steel industry in a Circular Economy and its proposals ahead of the Commission's Launch of a Revised Package](#)". Click the links in blue to learn more about [APEAL](#) and about [Steel for Packaging](#).

## BENEFITS OF STEEL FOR PACKAGING

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Strong, formable and long-lasting, steel offers numerous benefits for the safe packaging of a wide variety of products.

- Steel packaging is the most recycled packaging material in Europe. Its unique magnetic properties make it easy to recover and recycle,
- Steel is the packaging material which best protects and preserves its contents. It features portion-sized packaging, long shelf-life and ambient storage,
- Steel's unique strength, formability and durability make it the perfect solution for food and non-food,
- Steel is a cost-effective and reliable material throughout the supply chain.

## APEAL KEY POSITIONS / MESSAGES

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- Circular Economy is a reality for Steel for Packaging today with a European average recycling rate of 75.2% in 2013. The steel packaging recycling rate is the key performance indicator to evaluate the environmental performance of steel-based products.
- APEAL supports realistic steel and material-specific targets so as to achieve a true real recycling approach.
- Steel is a permanent material that can be multiple-recycled. Steel is never consumed but continuously transformed through recycling processes that do not degrade its inherent properties, making it the perfect packaging material for the Circular Economy.
- APEAL supports a unified End of Life recycling rate ensuring that the reported national packaging recycling rates are as close as possible to real recycling.
- Reuse, as a different step of the hierarchy, should not be confused with recycling and cannot be a measure of material recycling.



## APEAL

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## APEAL Member Companies

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