

PRESS RELEASE

31st March 2016

Contact Person	Joe Robinson
Company	APEAL
E-mail address	joe.robinson@pelicomms.co.uk
Reference	APEAL Pelican
Number of pages	2
Subject	30 Years of APEAL

APEAL MARKS 30 YEARS BY LOOKING TO THE FUTURE OF STEEL FOR PACKAGING

APEAL was founded 1st April 1986 by the predecessor companies of ArcelorMittal, Tata Steel and thyssenkrupp Packaging Steel, joined subsequently by U.S. Steel Košice.

In the 30 years since then, APEAL has promoted the qualities and benefits of using steel for packaging to canmakers, retailers, brands and policy makers alike, becoming the go-to reference for steel for packaging in Europe.

Today APEAL launches two exciting projects focusing on the past, present and future of steel for packaging.

The social media campaign *“30 years – 30 facts about steel”* is a light, bitesize campaign publishing one key fact about steel each day this April.

The campaign will tell the story of the last 30 years of steel for packaging and help give an insight into the qualities which make steel a unique packaging material, combining exceptional performance capabilities with unrivalled environmental credentials.

All stakeholders can follow the campaign on APEAL’s social media accounts – @APEAL_EU on Twitter and APEAL on LinkedIn.

In parallel, APEAL is commissioning an expert panel from the fields of Environment & Recycling, Food & Nutrition, and Packaging design. These industry experts will predict trends and analyse the challenges and opportunities in the landscape ahead. Their analysis will be published in a series of reports.

APEAL Secretary General, Alexander Mohr, said: “We’re extremely happy to be celebrating 30 years of APEAL.”

“Building on this track record, the 30 year milestone is a great opportunity to visualise the future. That’s why we’ve reached out to a range of independent experts to provide their thoughts on the future of steel for packaging.”

The projects form part of APEAL’s ongoing work in ensuring understanding of steel as a sustainable packaging material and model for a circular economy.

ENDS

Media enquiries:

Joe Robinson
Pelican Communications

joe.robinson@pelicomms.co.uk

APEAL:

Patricia Mobbs
Communications Manager
E-mail: p.mobbs@apeal.be

www.apeal.org

www.steelforpackaging.org

About APEAL

APEAL, the Association of European Producers of Steel for Packaging, is a federation of the four major producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, thyssenkrupp Packaging Steel, 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.