

PRESS RELEASE

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ALL-TIME HIGH FOR STEEL PACKAGING RECYCLING RATE IN EUROPE

Recycling of steel packaging in Europe has reached a new all-time high of 76 per cent, announces APEAL, the Association of European Producers of Steel for Packaging.

This record rate, which represents data from 2014, confirms steel as Europe's most recycled packaging material for the 10th consecutive year and sees the recycling rate of steel packaging pull further away from that of other packaging materials.

The methodology and data sources used by APEAL for the calculation of this rate were independently reviewed audited and certified by energy and waste specialist consultancy, Eunomia.

Alexander Mohr, secretary general of APEAL, said: "Steel has a number of inherent qualities that have contributed significantly to making it Europe's most recycled packaging material, bringing us ever closer to a circular economy.

"Steel is easily and economically recovered from any waste stream thanks to its magnetic properties.

"As a permanent material, steel recycles forever with no loss of quality.

"However, our recycling success story goes far beyond that.

"The industry's foresight in driving improvements and continuing work to inform brand and consumer packaging choice and environmental policy has led us to this point.

"By sharing best practices across Europe we are confident that we will meet our self-imposed target of 80% recycling by 2020."

As well as being the most recycled packaging material in Europe, steel's unique strength, formability and durability offer numerous benefits for the packaging of a wide variety of products.

Steel delivers natural preservation and high performance and ultimately, greater food safety and its portion-size versatility, long shelf-life and ambient storage reduces food waste and energy consumption.

For more information, please visit www.apeal.org

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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, 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.