

PRESS RELEASE

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LEADING ENVIRONMENTAL CONSULTANTS HIGHLIGHT VALUE OF STEEL FOR PACKAGING

The value of steel for packaging – a permanent material in a circular economy – has been highlighted by leading environmental consultants.

“There can no longer be any doubt about the economic sustainability of recycling steel,” said Dr. Fredy Dinkel and Flora Conte, experts of the Swiss environmental consulting company Carbotech AG.

“But the benefits are not limited to the economy or the environment. The third pillar of sustainable development, society, also benefits from steel recycling.”

Dr. Fredy Dinkel made the comments in an article commissioned to celebrate the 30th anniversary of APEAL, the Association of European Producers of Steel for Packaging.

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

The full APEAL 30th anniversary campaign, including thought leadership articles, can be viewed at <http://www.apeal.org/30-years-of-apeal/>

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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.