

# PRESS RELEASE

June 2017

<b>Contact Person</b>	Michael Bennett
<b>Company</b>	APEAL
<b>E-mail address</b>	<a href="mailto:michael.bennett@pelicomms.co.uk">michael.bennett@pelicomms.co.uk</a>
<b>Reference</b>	APEAL Pelican
<b>Number of pages</b>	2
<b>Subject</b>	30 Years of APEAL

## **APEAL PUBLISHES THIRD EXPERT ARTICLE HIGHLIGHTING BENEFITS OF STEEL FOR PACKAGING**

APEAL, the Association of European Producers of Steel for Packaging, has published the third in a series of expert articles commissioned to celebrate the organisation's 30<sup>th</sup> anniversary and share views about the future of steel for packaging.

Highlighting the wide-ranging benefits of packing food in steel, the third article by Elisabeth Payeux, deputy managing director of the French Technical Centre for the food canning industry, also notes the shift towards a more integrated approach between agricultural producers and retailers.

"Steel for packaging offers a practical and highly effective solution for preserving many important nutrients and extending product shelf life. It also plays a significant role in combatting food waste as well as helping to reduce energy consumption throughout the supply chain," said Elisabeth.

"In addition, the variety of products available in steel packaging means that people can devise varied and original menus and enjoy the pleasure of eating and sharing, two essential and complementary elements of eating well."

Alexis Van Maercke, Secretary General of APEAL, added: "Steel has a unique combination of properties which make it an ideal material for a circular economy.

"Each article in our expert series explores the unique properties of steel for packaging, focusing on the ability of steel to protect and promote brands, its role as a permanent material in a circular

economy, and how steel packaging's ability to preserve and protect food will become increasingly important in efforts to reduce food waste."

All three articles form part of the 30 YEARS of APEAL anniversary brochure and the full campaign, including each expert article can be viewed at <http://www.apeal.org/30-years-of-apeal/>

## ENDS

### Media enquiries:

Michael Bennett  
Pelican Communications  
[michael.bennett@pelicomms.co.uk](mailto:michael.bennett@pelicomms.co.uk)

### APEAL:

Patricia Mobbs  
Communications Manager  
E-mail: [p.mobbs@apeal.be](mailto:p.mobbs@apeal.be)

[www.apeal.org](http://www.apeal.org)  
[www.steelforpackaging.org](http://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, 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.