**APEAL LAUNCHes new steel for packaging website**

APEAL, the Association of European Producers of Steel for Packaging, has launched its new, dedicated Steel for Packaging website today.

The new-look site, www.steelforpackaging.org, is designed to promote the unique qualities and benefits of steel as a packaging material including its strength, barrier properties, preservative capabilities and environmental credentials.

Alexis Van Maercke, secretary general of APEAL, said: “The new Steel for Packaging site is set to help brands, retailers, designers and can makers to make the best packaging choice for their product which also meets consumer demand and environmental requirements.

“As we move towards a circular economy, stakeholders across the supply chain are becoming acutely aware of how their packaging choices impact upon the environment. Steel is the easiest and most economical packaging material to recover and recycle, with well-established and highly-efficient collection and sorting systems in place across Europe.”

As a permanent material, steel is fully and endlessly recyclable without loss of quality, and 79.5% of all steel packaging in EU was effectively recycled in 2016. It also provides a unique 100% barrier against light, water and air, preserving food effectively and minimising waste.

Additionally, steel packaging acts as an effective marketing asset that maximises shelf impact. As a formable material, steel is available in an endless variety of shapes, sizes and volumes. It offers many innovative design and branding opportunities including embossing, debossing, specialist printing on a 360-degree surface, lacquers… Its matt or shiny surface is cool to touch and can be a polished to reflect light.

Mr Van Maercke added: “As global debate focuses on issues of microplastics and waste, a material such as steel that is fully and endlessly recyclable with no loss of quality, is well-positioned to help brands achieve their sustainability objectives.

“Choosing products packaged in steel is an environmentally positive choice and the new website will help to better communicate this.”

**ENDS**

|  |  |
| --- | --- |
| *Media enquiries:*  Michael Bennett  Pelican Communications  Email: [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 four multi-national producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, 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.