## record recycling means STEEL PACKAGING HITS ITS OWN INDUSTRY TARGET in europe THREE YEARS EARLY

Recycling of steel packaging in Europe has hit an all-time high of 80.5%, according to figures issued by APEAL, the Association of European Producers of Steel for Packaging.

This record rate, which represents data from 2017, confirms steel as Europe’s most recycled primary[[1]](#footnote-2) packaging material. It also indicates the industry has met and even exceeded one of its key sustainability goals – a 80% recycling rate in Europe by 2020 - three years ahead of schedule.

Alexis Van Maercke, secretary general of APEAL, said: “With 100% of the separately collected steel packaging being recycled into new steel products, these figures further reinforce the fact that steel is the best placed of all packaging materials to reach the higher recycling targets proposed by the revision of the Packaging and Packaging Waste Directive in the context of the Circular Economy package.

“This is another major achievement for the industry, and sends a loud and clear message to brands, manufacturers and retailers that it is high time more emphasis was placed on this tried, tested and sustainable packaging solution.”

As well as being the most recycled primary packaging material in Europe, steel is a permanent material that can be infinitely recycled without any loss of quality. Worldsteel estimates that 75% of steel products ever made are still in use today.

Recycling steel packaging reduces emissions and helps to save natural resources such as iron ore, coal and limestone. In addition, its portion size versatility, long shelf-life and ambient storage qualities reduce food waste and energy consumption.

For more information, please visit www.steelforpackaging.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 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.

1. Sales or primary packaging is packaging conceived to constitute a sales unit to the final user or consumer at the point of sales (POS). This as opposed to group and transport packaging. [↑](#footnote-ref-2)