

PRESS RELEASE

Brussels, 16th October 2019

Contact Person	Michael Bennett
Company	Pelican Communications
E-mail address	michael.bennett@pelicomms.co.uk
Reference	
Number of pages	2
Subject	APEAL welcomes new member

APEAL WELCOMES NEW MEMBER LIBERTY LIEGE-DUDELANGE

APEAL, the Association of European Producers of Steel for Packaging, has welcomed a fifth member, uniting all of the European producers of steel for packaging, the association confirmed today, 16th October.

The new member, Liberty Liège-Dudelange, which operates three production sites in two countries, is a subsidiary of international metals and industrial group, Liberty House, part of the GFG Alliance.

Tony Waite, President of APEAL, said: “We are delighted to welcome Liberty Liège-Dudelange to APEAL. It is a significant step in the drive to strengthen our industry, drive growth and improve the wider understanding of steel as a sustainable packaging solution, its unique properties contributing directly to its excellent recycling performance and its ability to preserve food and reduce waste.

Commenting upon the announcement, Jean-Francois Willem, Head of quality and product development at Liberty Liège-Dudelange, said: “Europe is on a journey from a linear to a circular economy and we are all determined to help raise awareness of steel for packaging as a truly sustainable material and a positive choice for the environment.

“APEAL is the reference for steel for packaging in Europe – joining the association is therefore the right choice for our company and the other members of APEAL.”

Through its coordinated activities in public affairs and communications, as well as environmental and technical initiatives, APEAL is committed to ensuring support for steel for packaging from policy-makers, brands, packaging manufacturers and retailers as a tried, tested and sustainable packaging solution.

With an enlarged membership, APEAL aims to deliver a stronger voice for steel packaging in Brussels and increased sustainability and innovation activities for the industry as a whole.

-ENDS-

Media enquiries:

Michael Bennett
Pelican Communications
Email: michael.bennett@pelicomms.co.uk
00 +44 (0)1457 820807

APEAL:

Patricia Mobbs
Communications Manager
E-mail: p.mobbs@apeal.be
www.apeal.org
www.steelforpackaging.org

About APEAL

APEAL, the Association of European Producers of Steel for Packaging, is a federation of the five major producers of steel for packaging in Europe. Its members - ArcelorMittal, Liberty Liège-Dudelange, Tata Steel, thyssenkrupp Rasselstein and U.S. Steel Košice - employ over 200,000 workers in Europe, 15,000 of whom are employed directly the production of steel for packaging across 11 dedicated manufacturing sites.

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.