Steel for packaging is used in a wide variety of applications, such as containers and closures for human and pet foods, beverages, aerosols, personal care, household and automotive care products, industrial products and paints, giftware and promotional products. It is also widely used for hermetically closing glass jars and bottles.

Steel for packaging lifecycle is an example of the circular economy at work.

We are committed to help Europe improve its use of resources, reduce waste and achieve its circular economy vision.

**APEAL - the Association of European Producers of steel for packaging.**

Founded in 1986, APEAL represents:

- **10** steel manufacturing plants in Europe
- **15,000** direct employees in Europe
- **500+** steel recycling plants in Europe

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**CIRCULAR ECONOMY**

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**RECYCLING RATE**

is the key environmental performance indicator.

**COMBAT FOOD WASTE**

No other packaging material equals steel's strength, total barrier properties or shelf life.
More about steel’s real and successful recycling story can be found in our report Good Practices in Separate collection, Sorting and Recycling of Steel for Packaging.