# PROTECTING TODAY, PRESERVING TOMORROW

# steel for packaging to be showcased at Interpack 2020

APEAL, The Association of European Producers of Steel for Packaging, announced today that it will host a stand at this year’s Interpack show in Düsseldorf, 7th - 15th May 2020.

Alexis Van Maercke, secretary general of APEAL, said: “Interpack is the global meeting place of the packaging industry. Sustainability has never been higher on the agenda and as global interest in alternatives to plastic continues to grow, Interpack is the ideal platform to showcase steel as the model material for a 21st century circular economy.”

Illustrating how it is “Protecting Today, Preserving Tomorrow”, the APEAL stand will give visitors an opportunity to discuss how steel is innovating to cut waste, help brands differentiate and drive sustainable growth.

Mr Van Maercke added: “Steel for Packaging remains one of the most established, familiar and highly trusted packaging materials.

“But not everyone is aware of the full sustainability advantage of cutting waste or recycling infinitely. Steel’s unbeatable strength protects products today, minimising damage, loss and waste at all stages of the supply chain. That’s particularly important in the current drive to save food.

“And once used, steel can be fully recycled, over and over again, with existing infrastructure and processes that need today’s steel scrap to make new steel products for tomorrow.”

APEAL will be located at stand B21 in Hall 7a.

**ENDS**

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**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.