

# PRESS RELEASE

15<sup>th</sup> February 2021

<b>Contact Person</b>	Will Herman
<b>Company</b>	APEAL
<b>E-mail address</b>	<a href="mailto:will.herman@pelicomms.co.uk">will.herman@pelicomms.co.uk</a>
<b>Reference</b>	APEAL Pelican
<b>Number of pages</b>	2
<b>Subject</b>	Steel for Packaging Week

## **APEAL TO HOST VIRTUAL STEEL FOR PACKAGING WEEK**

APEAL, The Association of European Producers of Steel for Packaging, has confirmed it will host a virtual event, Steel for Packaging Week, later this month, announcing its new vision for recycling.

It follows news of the cancellation of Interpack, at which the association was due to exhibit. The Steel for Packaging Week is free and will launch on 25<sup>th</sup> February offering stakeholders from across the packaging value chain the opportunity to understand how steel packaging is helping brands to differentiate, cut waste and drive sustainable growth.

Alexis Van Maercke, secretary general of APEAL, said: “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.

“The unique properties of steel have also helped achieve a record recycling rate across Europe of 82.5% but we believe more can be done which is why APEAL will announce its new vision for recycling as part of its Steel for Packaging Week.”

The event will showcase steel as the model material for a 21<sup>st</sup> century circular economy bringing together expert interviews and insight regarding key initiatives such as the Circular Economy Action Plan as well as films and presentations examining the European Green Deal and the drive to increase multiple recycling.

Mr Van Maercke added: “The cancellation of Interpack is a great shame but sadly not entirely unexpected. However, sustainability remains a pressing concern for the packaging industry and as the global interest in alternatives to plastic continues to grow, the APEAL Steel for Packaging Week will showcase steel as the model material for a 21<sup>st</sup> century circular economy.”

To find out more, go to <https://www.apeal.org/steelforpackaging-week/>

## ENDS

### Media enquiries:

Will Herman  
Pelican Communications  
00 44 (0)1457 820807  
[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 the five major producers of steel for packaging in Europe. Its members - ArcelorMittal, Liberty Liège-Dudange, 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.