

PRESS RELEASE

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APEAL LAUNCHES CONSUMER CAMPAIGN

APEAL – the Association of European Producers of steel for packaging – has today launched a campaign to help communicate the benefits of steel packaging to a much wider audience.

The Association already works closely with governments, regulators, brands, packaging designers and manufacturers to ensure steel is understood and appreciated as a high-performing, sustainable, safe and resource efficient-packaging material. Now APEAL has released an information pack designed to help stakeholders and social media influencers, communicate the benefits of steel packaging to consumers.

Alexis Van Maercke, secretary general at APEAL, said: “This pack will help stakeholders throughout the value chain who are actively talking to consumers about packaging, food waste and recycling, providing useful facts and figures as well as a suite of communications materials which can be used free of charge.

“The campaign forms part of APEAL’s work to support partner organisations, stakeholders and individuals, as they strive to ensure consumers are able to make accurate and informed decisions about packaging. This will enable them to take a more active role in the transition to a sustainable, circular economy.”

The comprehensive information pack has been designed to ensure it is accessible and can be used effectively by a wide range of individuals. It covers topics such as food waste, packaging waste, recycling, and the vital role steel packaging has to play in preserving food.

Mr Van Maercke added: “The can is a safe, effective and affordable means of preserving food and vital nutrients such as vitamins and fatty acids, in premium and everyday food products.

“Food waste is one of the major challenges which society must face in the years ahead. It is therefore vital that we continue to raise awareness of the crucial role played by steel packaging which helps to reduce waste at every stage in the supply chain and in the home.

“It is also important to remember that steel packaging is a proven model of circularity as it is the easiest and most economical packaging material to recover from any waste stream just by using a magnet, and it can be recycled forever without loss of quality.”

The campaign has been launched in Germany and is set to be rolled out across Europe in the coming months.

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About APEAL

APEAL, the Association of European Producers of Steel for Packaging, is a federation of the six major producers of steel for packaging in Europe. Its members (Acciaierie d'Italia, 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 in 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.

