

# PRESS RELEASE

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## APEAL LAUNCHES NEW BEST PRACTICE RECYCLING REPORT

APEAL, the Association of European Producers of Steel for Packaging, has announced the launch of its new report: **How to recycle steel - Why steel packaging recycles forever.**

It follows the Association's first report, launched in 2018: Good Practices on Separate Collection, Sorting and Recycling of Steel for Packaging, which was well received across Europe, and saw countries implement good practices shared by other Member States, such as introducing separate collection schemes and raising public awareness about the importance of recycling.

Alexis Van Maercke, secretary general of APEAL, said: "Our new report focuses on best practice in four key areas: optimised separate collection, collection and sorting of steel closures, scrap quality standards and design for recycling.

"It provides updated information relevant to all organisations and stakeholders, both in the public and private sector, wishing to learn more about a real and successful material recycling story. The objective is to help stakeholders throughout the value chain work collaboratively to achieve APEAL's vision of zero steel packaging to landfill by 2025."

With an average of 84% recycled across Europe in 2019<sup>1</sup>, steel for packaging is already the most recycled primary packaging material in Europe, bringing great savings in emissions, resource and energy use. Steel's unique inherent qualities give a natural advantage. Magnetic properties make it easy and economical to recycle steel as there is no need for a specific sorting process. As a permanent material, steel can also be recycled forever without loss of quality.

Steel scrap is also an inherent part of the production process for new steel so every single steel plant in Europe is also a recycling plant, saving resources, energy and emissions by recycling steel in a simple and efficient process. But APEAL believes more can be done.

<sup>1</sup> EU 27 countries + UK, Norway & Switzerland

Mr Van Maercke added: “Steel for packaging is a resource far too valuable to be wasted if Europe is to achieve the ultimate aims of the Green Deal. This new report shows how the unique properties of steel, alongside the commitment of our industry, can bring us one step closer to achieving a more circular economy.”

To obtain a copy of the report, go to APEAL How to recycle steel - [Why steel packaging recycles forever.](#)

## ENDS

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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 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.