

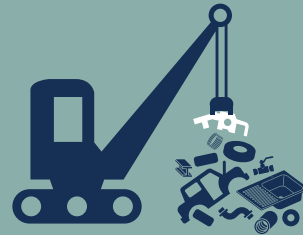


85.5%

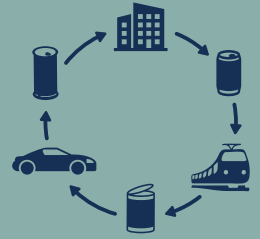
the most recycled packaging material in Europe with 85.5% recycled in 2020



unique magnetic properties make steel easy and economical to separate from any waste stream



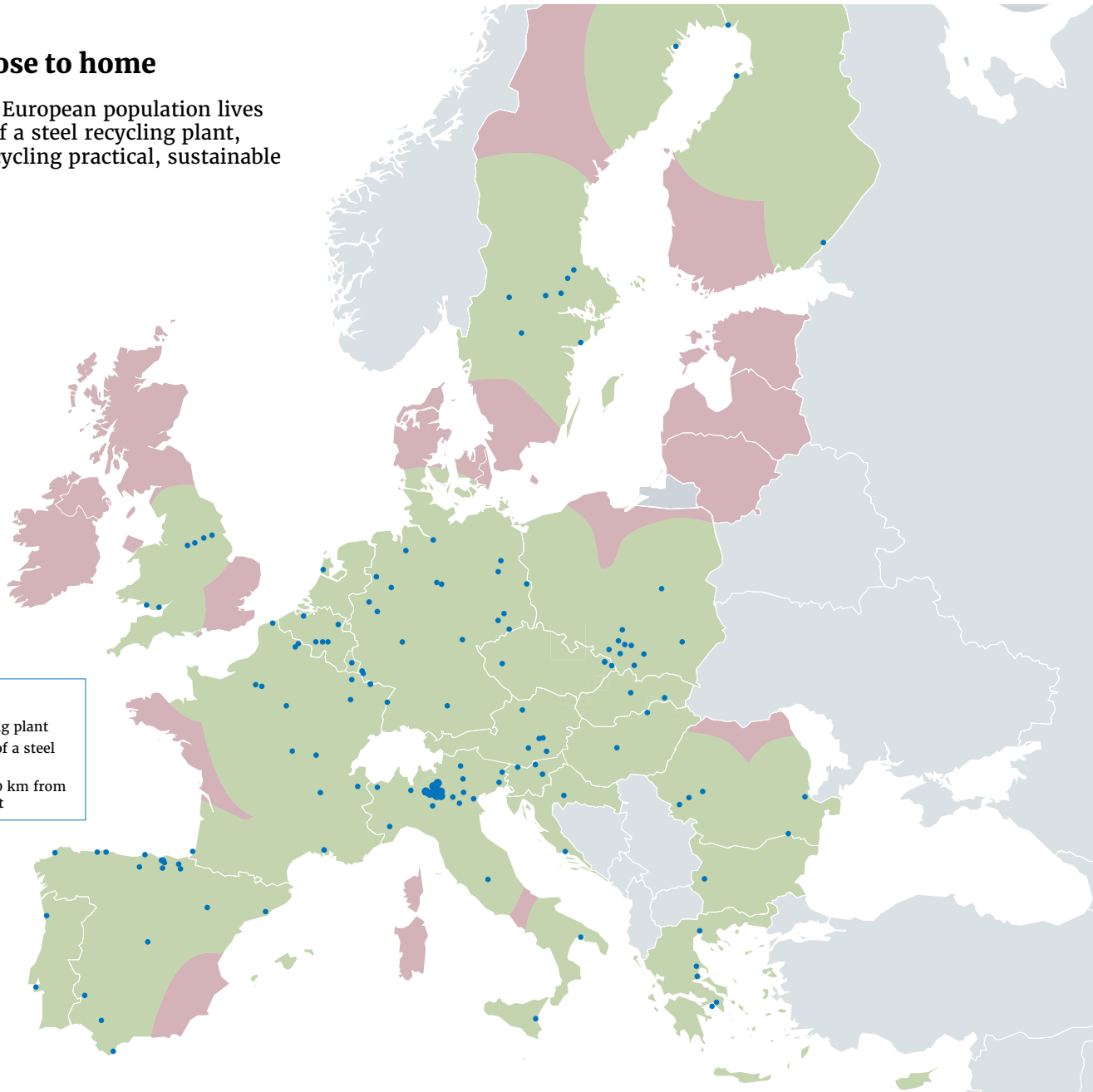
all primary steel plants across Europe use steel scrap as a cooling agent for new steel



100% of recycled steel is used in a closed material loop

Recycling close to home

Over 90% of the European population lives within 200 km of a steel recycling plant, which makes recycling practical, sustainable and local.



STEEL PLANT NETWORK

- Steel plant = Recycling plant
- Area within 200 km of a steel recycling plant
- Area further than 200 km from a steel recycling plant

APEAL - the Association of European Producers of steel for packaging.
Founded in 1986, APEAL represents:



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.



We are committed to help Europe improve
its use of resources, reduce waste and close the material loop



Strict criteria for
defining recyclability



Recycled content targets for
materials with low recyclates
demand and uptake



Specific waste reduction
targets per material

More about steel's real and successful
recycling story can be found in our report
"Why steel recycles forever"



Alexis Van Maercke,
Secretary General

+32 477 81 75 14

a.vanmaercke@apeal.be



Steve Claus, Sustainability &
Circular Economy Officer

+32 496 54 14 11

s.claus@apeal.be