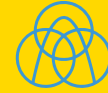


**APEAL - the Association of European Producers of steel for packaging.**  
Founded in 1986, APEAL represents:



**10**

steel manufacturing plants in Europe

**15 000**

direct employees in Europe

**500 +**

steel recycling plants in Europe



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 achieve its circular economy vision



### CIRCULAR ECONOMY

Steel for packaging lifecycle is an example of the circular economy at work.



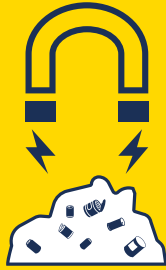
### RECYCLING RATE

is the key environmental performance indicator.

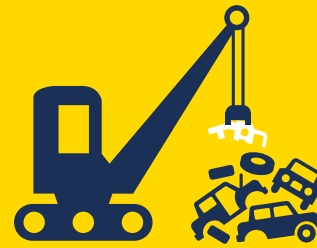


### COMBAT FOOD WASTE

No other packaging material equals steel's strength, total barrier properties or shelf life.



Magnetic properties mean easy waste separation and cost-effective recycling.



Steelmaking needs scrap for the production process so all steelmakers are recyclers, all steel products contain recycled steel.



Steel is a permanent material that can be endlessly recycled into new steel products - today's can could be tomorrow's car, train, building or another item of steel packaging.



Using recycled steel recovers raw materials, reduces energy consumption and saves CO<sub>2</sub> emissions.



Steel is the most recycled material in the world.

84%



84% of all steel packaging is currently recycled across EU members states.



More about steel's real and successful recycling story can be found in our report **Good Practices in Separate collection, Sorting and Recycling of Steel for Packaging**.

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