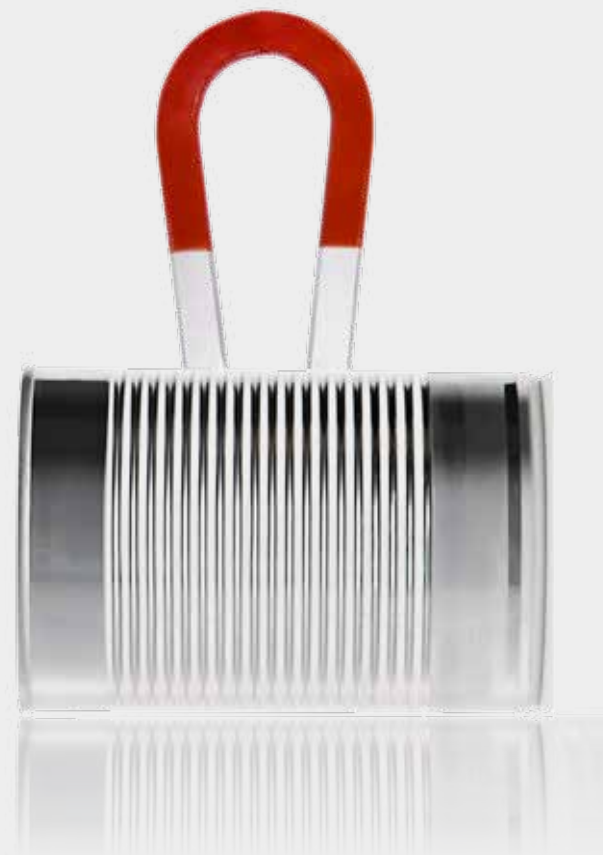


# STEEL<sub>FOR</sub> PACKAGING

*Forever steel*

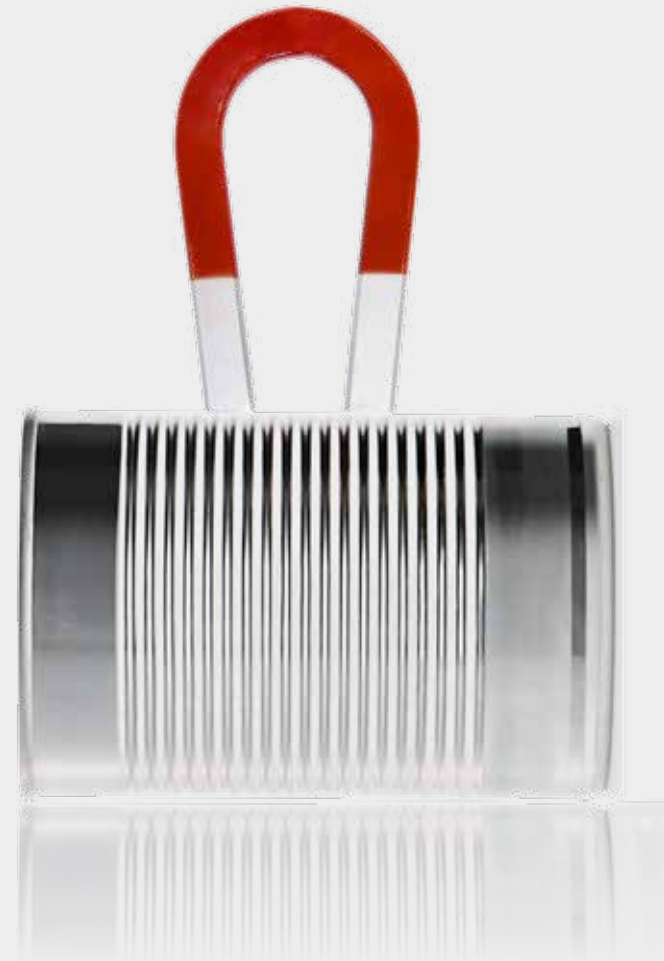
Steel is the most recycled packaging material in Europe



# STEEL<sub>FOR</sub> PACKAGING

## Recycling

- Steel is a **monomaterial** and therefore **easy to recycle**.
- Steel is the **most recycled packaging material** in Europe and across the world.
- Because steel is **magnetic**, it can be easily recovered from all efficient waste streams.
- Recycling **saves resources** (iron ore, coal, limestone) and reduces CO<sub>2</sub> emissions.
- Steel is a **permanent material** that can be infinitely recycled without any loss of quality.



# STEEL<sub>FOR</sub> PACKAGING

## Inherent recycling properties

Steel is a monomaterial needing no complex material separation processes and is therefore simple to recycle.

- Steel packaging is **100% recyclable**
- Steel is the **most recycled packaging material**
- Using recycled steel to make new steel **saves energy and resources**
- High production temperatures **ensure recycled material is contamination-free**



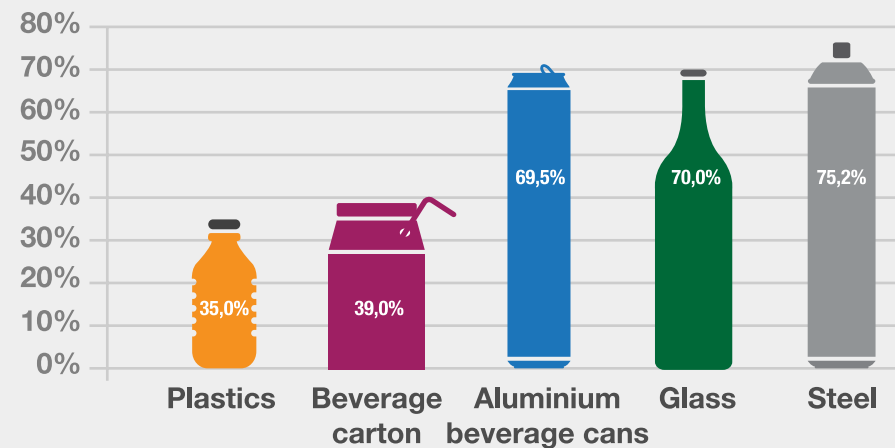
# STEEL<sub>FOR</sub> PACKAGING

## Steel: the recycling champion

Steel is the most recycled packaging material in Europe and across the world.

- **100%** of all **recycled steel** packaging is reused to make new steel
- In Europe, recycling infrastructures have been in place for a long time so are **well-established** and **highly efficient**
- Over **74%** of **steel packaging** is recycled in Europe
- The industry aims to achieve an average European recycling rate for metal packaging of **80% by 2020**

Recycling rates for packaging material in Europe in 2013



Sources: Industry experts - PlasticsEurope, ACE, eaa, FVE (2012 data), APEAL.

# STEEL<sub>FOR</sub> PACKAGING

## Easy separation

Steel is easy to recover from any waste stream by using a magnet.

- No need for separate waste collection, meaning **easier recycling**
- Easy separation makes recycling of steel **cost-effective**
- Increased recycling means **reduced landfill**
- Even if steel packaging ends up being incinerated, the steel can be **recovered from the bottom ash**



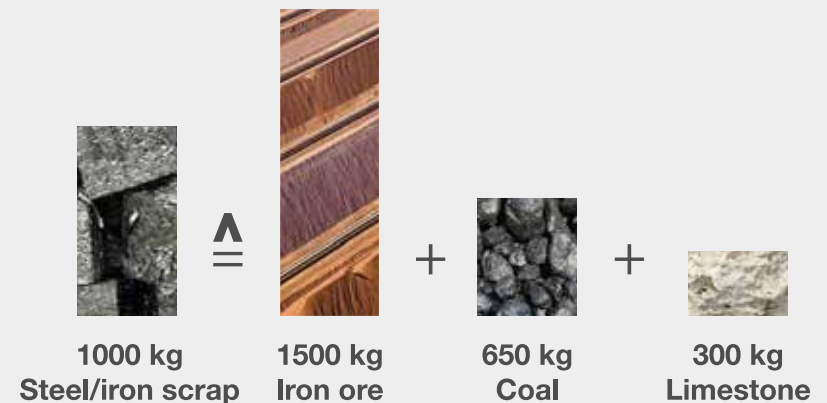
# STEEL<sub>FOR</sub> PACKAGING

## Recycling saves resources

Recycling saves primary resources and reduces CO<sub>2</sub> emissions.

- Energy and raw materials (iron ore, coal and limestone) embedded in recycled cans are **entirely reused**
- **Using recycled steel saves 30% energy**
- Each item of recycled steel packaging **saves over one and a half times its weight in CO<sub>2</sub>**
- In 2011, 2.6 million tonnes of packaging steel was recycled in Europe, **saving over 4 million tonnes of CO<sub>2</sub>**

The recycling of one tonne of steel/iron scrap saves the following raw materials:



# STEEL<sub>FOR</sub> PACKAGING

## Closed material loop, open product loop

Steel is a permanent material that can be infinitely recycled without any loss of quality.

- Once melted down, steel can be reused for a variety of applications thanks to its **closed material, open product loop properties**
- Steel is **recycled into new steel**, to be used for cars, trains, buildings, packaging etc.
- The steelmaking process needs scrap metal, **so every steel plant is also a recycling plant**
- The steelmaking process needs scrap metal, **so every steel product has guaranteed recycled content**

