



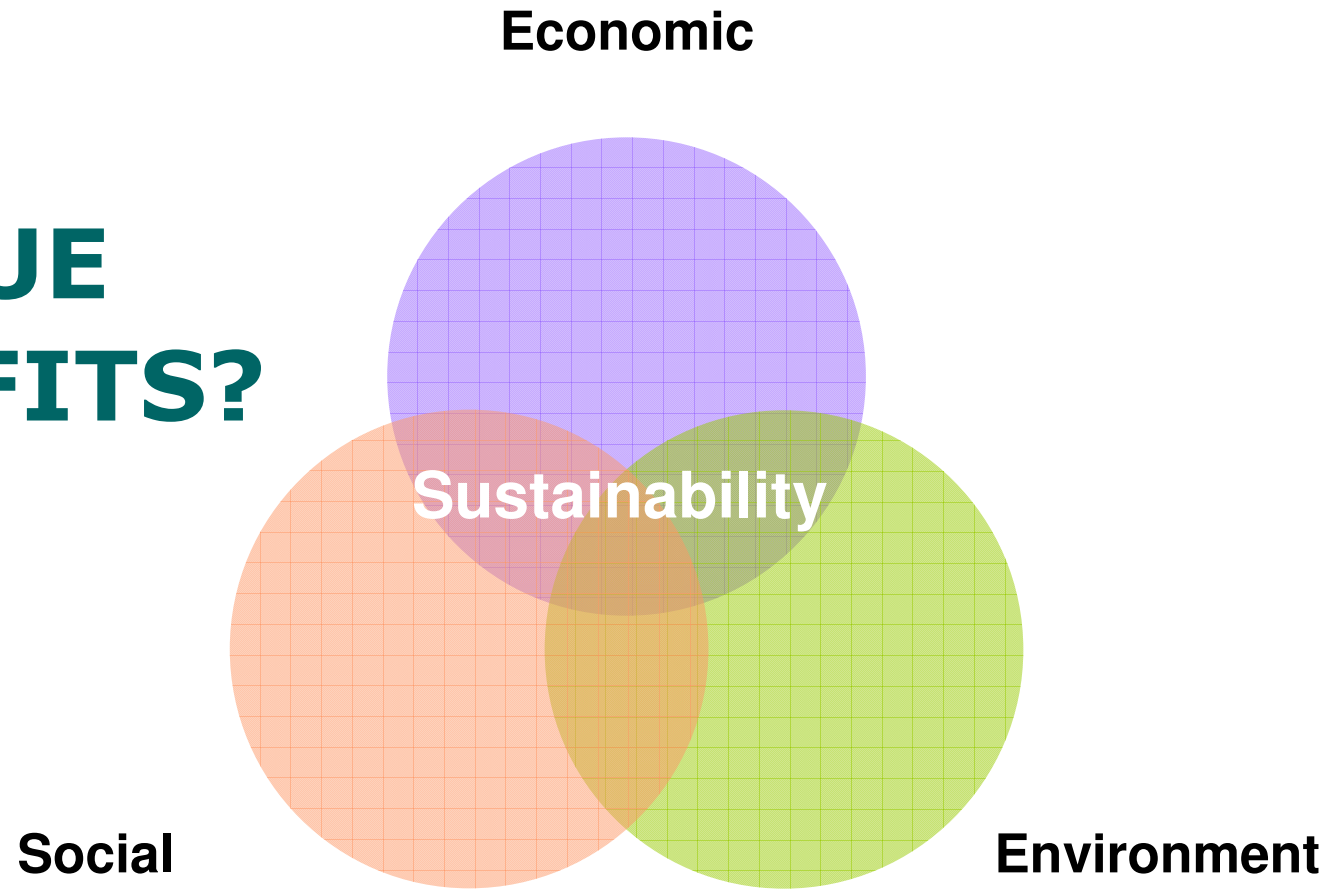
Naturally

Steel's natural properties: a unique position in today's sustainability challenge

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APEAL



UNIQUE BENEFITS?








Steel cans **prevent product waste** ...



Oxygen intake

measured in $\text{cm}^3/\text{m}^2/\text{day}/1 \text{ bar atmosphere}$, for 100 microns thickness of packaging

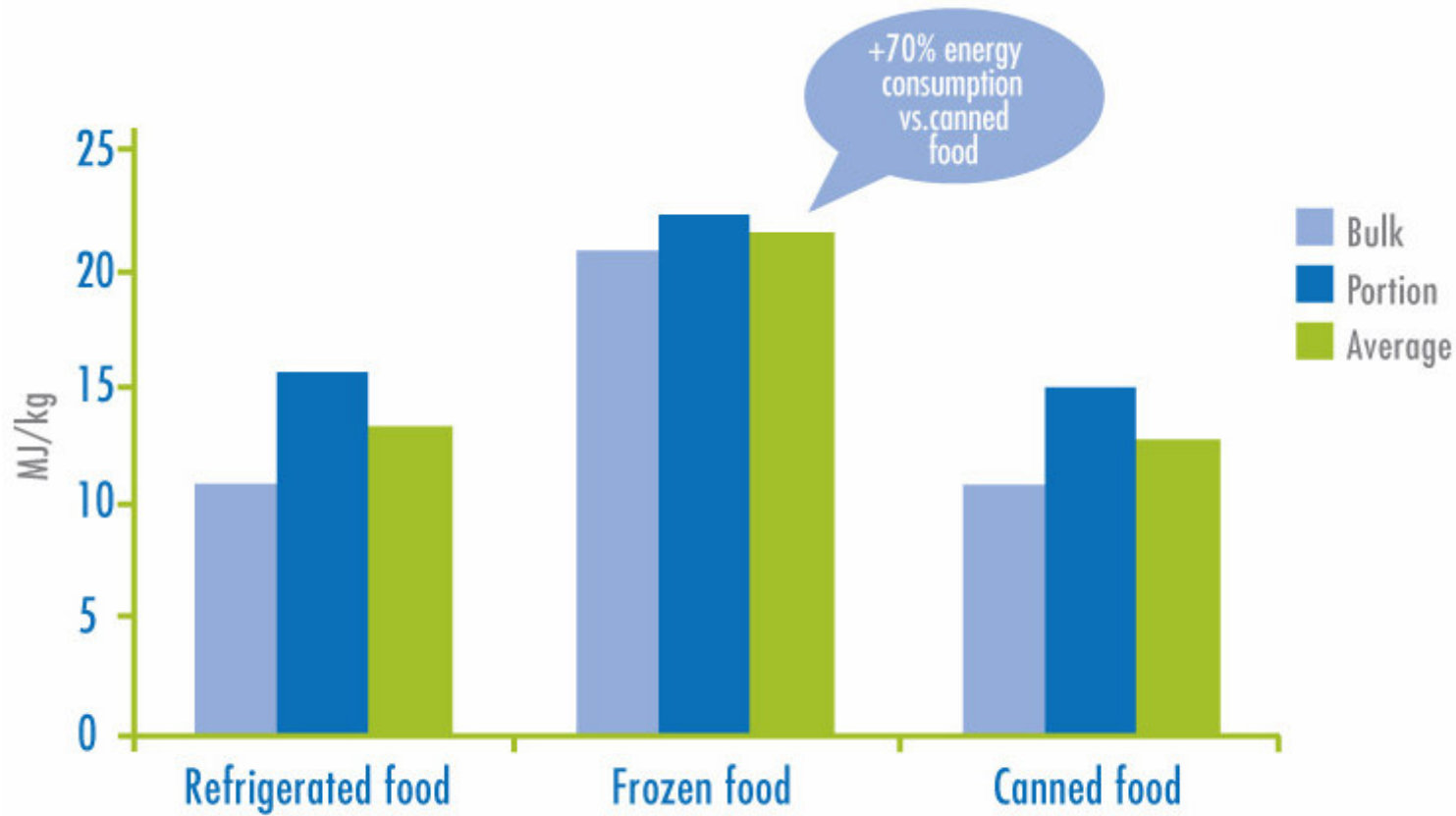
1		Steel can	0 + total LIGHT barrier
1		Glass	0
2		Pouch	<0.1 (with aluminium foil) 17.4 (with EVOH)
3		Carton	<1
3		Rigid Plastics	1,000

Source: Industry expert

... and deliver **highest protection** ...



...allow for **energy free preservation** throughout the supply chain...



Source: Scientific Certification System (scs)





**HIGHEST
STRENGTH**



TOTAL BARRIER PROPERTIES

Protecting products...

Naturally

- Trusted safety
- Ultimate protection
- Energy free preservation



Steel cans are best in class for **reliability**...

Failure rate of closing devices

1		Steel can	1/1,000,000
1		Glass	1/1,000,000 (excluding glass breakage)
2		Pouch	1/10,000
2		Carton	1/10,000
2		Rigid Plastics	1/10,000






Source: Industry expert

... and therefore **keep consumers safe** ...



are economical through the supply chain ...

Filling speeds for 400ml soups from major European brand owners

1		Steel can	500 units/minute
2		Rigid Plastics	30-400 units/minute (according to filling system)
3		Glass	300 units/minute
4		Carton	30-100 units/minute (according to filling system)
5		Pouch	30-70 units/minute (according to filling system)



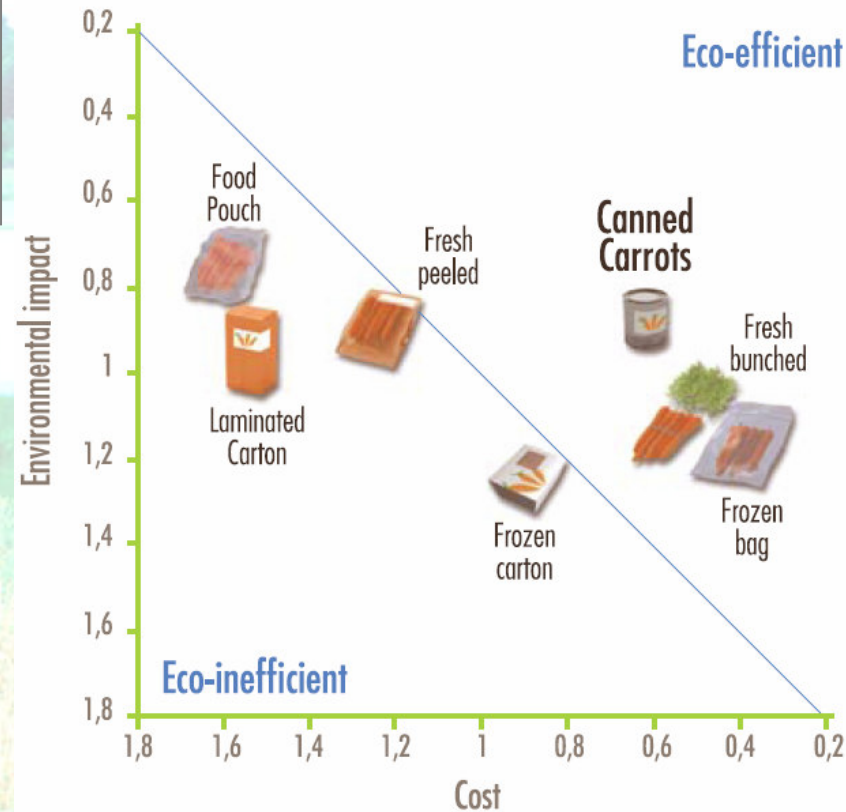
Source: Industry expert

... delivering highest **eco-efficiency**.

Eco-efficiency - Food packaging systems

Environmental parameters:

1. Global warming potential
2. Ozone depletion potential
3. Human toxicity potential
4. Fresh water aquatic ecotoxicity potential
5. Terrestrial ecotoxicity potential
6. Photochemical ozone creation potential

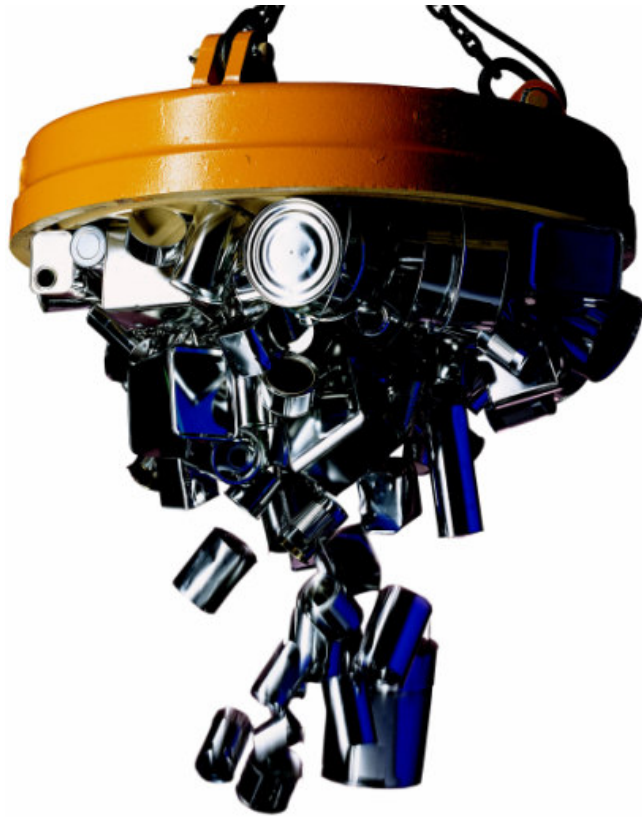


Cost analysis parameters:

1. Retail price of product
2. Cost of transportation
3. Storage
4. Preparation
5. Cooking
6. Waste disposal



Source: TNO



MAGNETIC



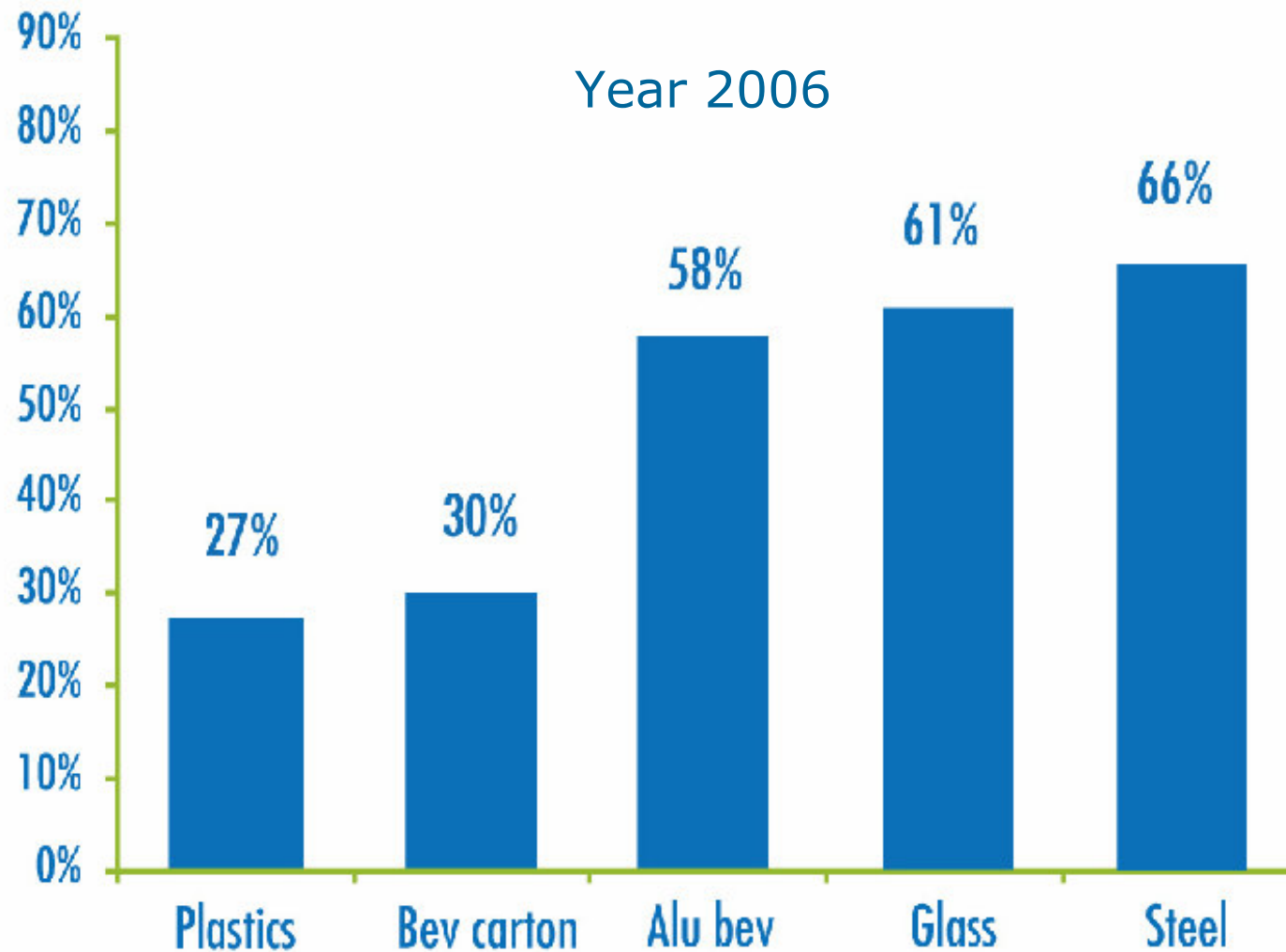
**HIGHEST
STRENGTH**

Delivering for business... *Naturally*

- The benchmark for packaging reliability
- Resistant & magnetic: supply chain efficiency at its best
- Highest eco-efficiency



Steel packaging reaches **high recycling** rates in Europe...



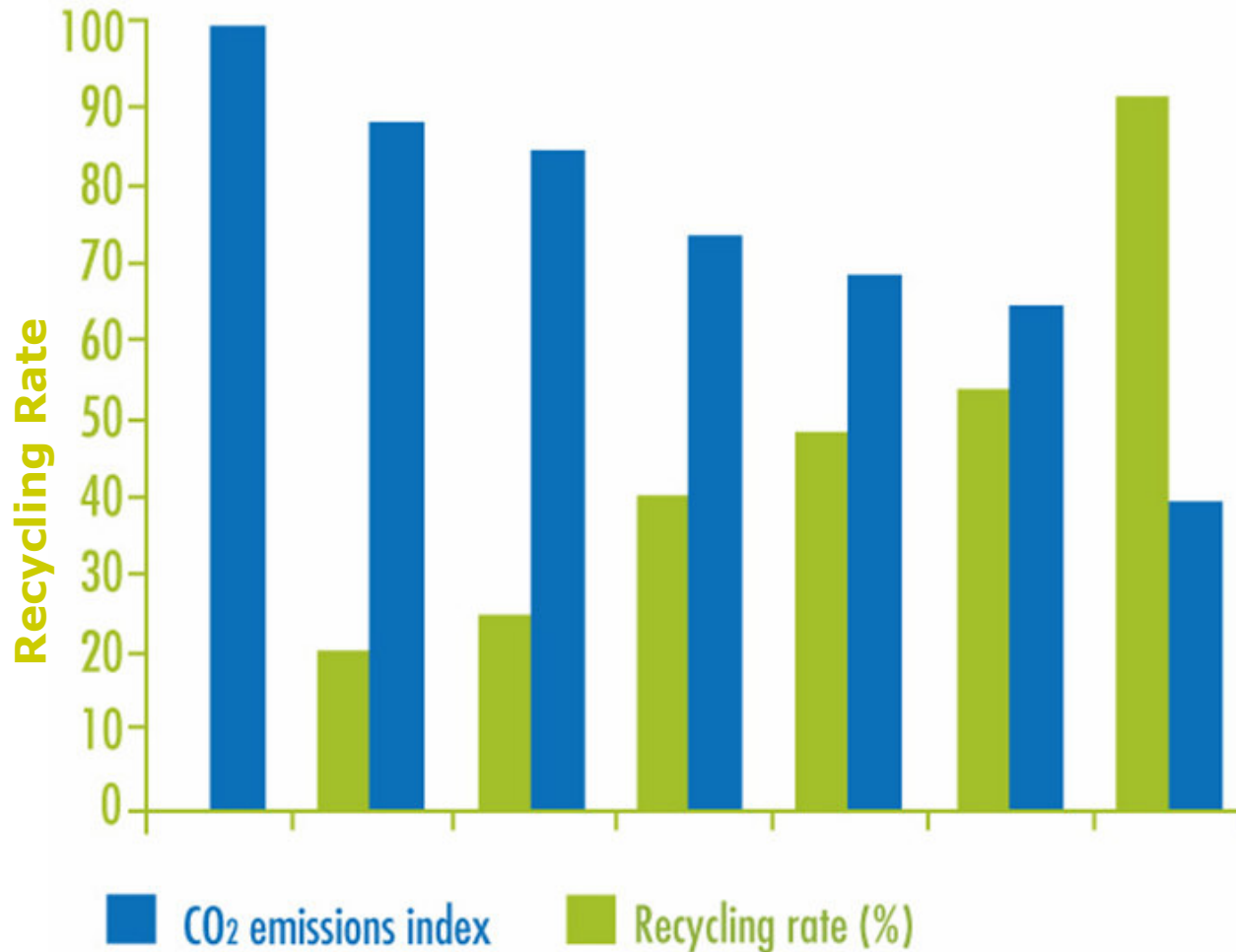
Source: Industry expert Association of European Producers of Steel for Packaging (APEAL)- European Aluminum Association (EAA), European Glass Packaging Federation (FEVE) - PlasticsEurope



...is eternally recyclable without loss of quality...



...which considerably **reduces CO₂ emissions...**



Source: APEAL

...and allows for **raw material consumption reduction & energy savings.**



- **4,8 million tonnes iron ore**
- **1,7 million tonnes coal**
- **4,7 million tonnes CO₂**
- **Up to 70% energy saving**

(savings from steel packaging recycling EU27, 2006)





MAGNETIC SORTING



INFINITELY RECYCLABLE

Caring for the environment...

Naturally

- Magnetic sorting, highest recycling
- Eternally recyclable
- Higher recycling, lower CO2
- Saving resources & energy



Steel for packaging sustainability positioning



UNIQUE?





STEEL
FOR
PACKAGING



Naturally



STEEL
FOR
PACKAGING



Naturally®

