Steel Packaging Sustainability

Demand nothing less.

Steel
Market Development
Institute

Steel Packaging for Today's Savvy Consumers

Steel packaging offers unrivaled efficiency, safety and performance for foods, paints, aerosols and other everyday products.

Steel packaging is the metal of choice for today's savvy consumers interested in sustainability and value for their money. Since fruits and vegetables are picked and packed in steel cans within hours of harvesting, canned foods offer freshness and nutrients that can surpass even fresh produce, which lose nutrients from the moment they are picked until transported to the store and consumed. The shelf stability of canned food helps provide convenient nutrition straight from the kitchen pantry.

Every day, consumers continue the life cycle of the steel can as it moves from the home to the recycling bin. More than 18,000 curbside, drop-off and buy-back programs accept steel cans, which provides access to steel can recycling for more than 160 million consumers across the U.S. Steel scrap is an essential raw material in making new steel, and more steel is recycled annually than paper, plastic, aluminum and glass combined.

There is a vast steel recycling infrastructure for steel packaging. Consumers can learn local recycling options for their steel cans at: **www.recycle-steel.org/locator**

Steel cans:

- **are tamper resistant;**
- **protect products from outside contaminants such as oxygen, water and light;**
- **the most recycled food packaging;**
- **are used to pack more than 1,500 food items as well as paint, health and beauty products and household products;**
- **are designed for optimal collection for end-of-life scenarios; and,**
- **optimize material and energy conservation.**

Steel: The Sustainable Solution

Steel is the material that optimally intersects the needs of people, planet and performance.

Today, the North American steel industry operates with the lowest energy consumption per ton of steel produced in the world. Efforts to achieve incremental improvements in energy use and CO_2 emission reductions continue. By deploying new steelmaking technologies through innovation, the industry has reduced energy intensity per ton of steel shipped by 28 percent and CO_2 emissions by 35 percent per ton of steel shipped since 1990.

More than 70 percent of the steel packaging in the U.S. is recycled annually. In addition to steel food cans being the most-recycled food packaging, empty steel paint and aerosol cans are recycled and are being included in additional community recycling programs.

In 2012, steel's recycling rate was 88%, meaning steel almost never goes to waste. Today's steel cans, cars, buildings and bridges will still be in use in some product form hundreds of years from now — the very definition of sustainability.

Recycling steel saves energy and natural resources.

Cycle of Steel

1 New steel is manufactured into sustainable steel packaging solutions.

2 Food and home products are delivered to store shelves in steel packaging.

3 Consumers purchase and use products packed in steel cans.

4 Steel cans are placed in recycling bins for curb side pick up.

5 Steel cans are sent to steel mills and used to make new products.

6 New cars, cans, bridges, etc. are produced and the cycle continues...

INFINITELY

80 million tons of steel recycled annually

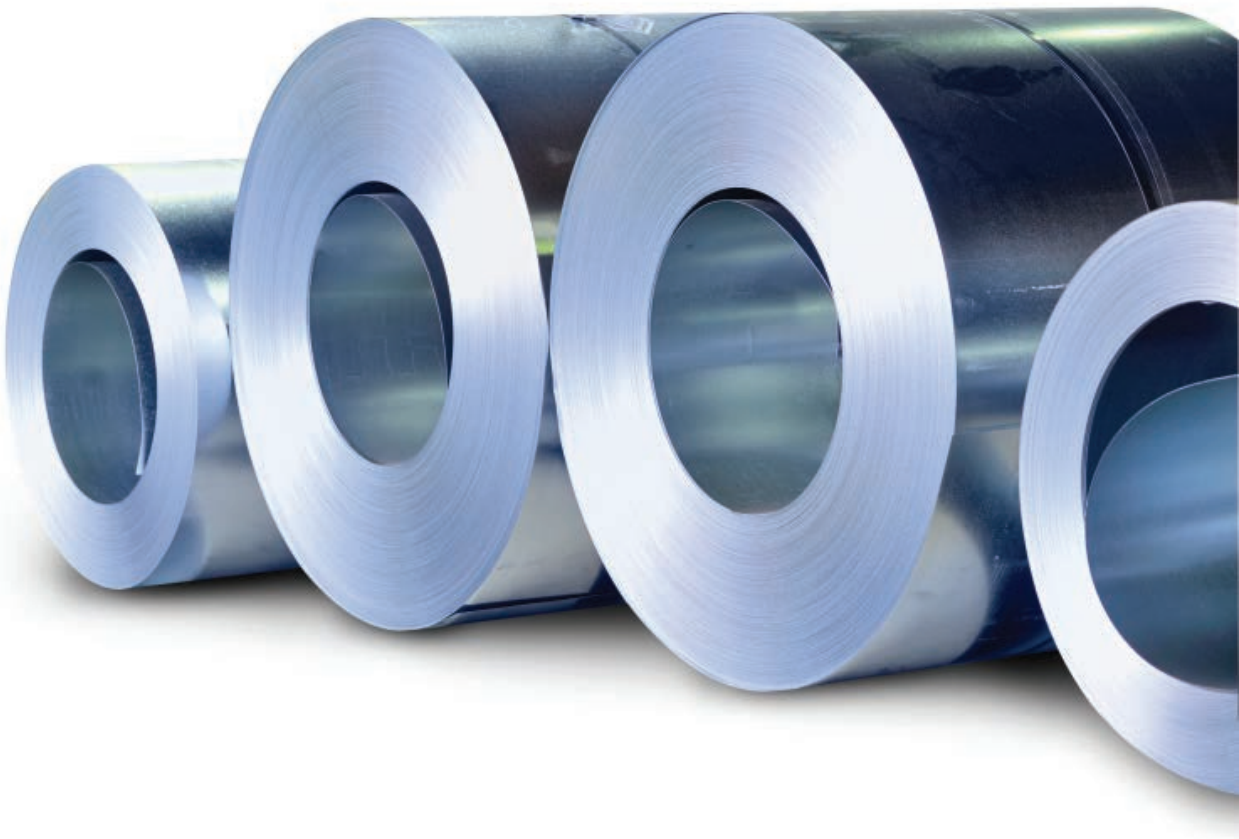
The North American steel industry's long-standing commitment to sustainability programs has already transformed steel into the world's most-recycled material, with more than 80 million tons of steel recycled annually.

Recycling gives old containers new life. The sustainability of steel packaging extends beyond recycling. Steel also has lower energy use and CO_2 emissions per ton than aluminum and magnesium, among others.

The benefits of steel packaging don't stop here. Research shows that canned foods are often just as nutritious as their fresh and frozen counterparts, and sometimes even more nutritious. In addition, canned foods often provide nutrients at a lower cost than fresh, frozen and dried forms.

Best of all, steel packaging earns consumer trust as a result of its exceptional durability, integrity and safety

Steel packaging is impermeable and protects contents from light, air, gases, fragrances, oils and fluids. It's also impact resistant, puncture resistant and unbreakable in the supply chain.



Life Cycle Inventory Data for Tinplate

New life cycle inventory data for steel packaging considers the entire life cycle of tinplate and shows significant environmental improvement.

New data for tinplate production is now available through the Steel Recycling Institute (SRI) that reflects advancements in the steelmaking process that have improved the environmental performance of steel packaging.

SRI is actively working with manufacturers to collect life cycle inventory data for the manufacturing process as well. To learn more, visit **www.recycle-steel.org**.

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The Steel Packaging Council (SPC) represents tin plate producers on behalf of the Steel Market Development Institute, a business unit of the American Iron and Steel Institute. Its investor companies include ArcelorMittal USA LLC, ArcelorMittal Dofasco and U.S. Steel. Tin mill products are used to package a variety of products including more than 1,500 variations of food, pet food, paint, household products, health and beauty products and much more. The SPC works to make steel the material of choice of customers and consumers by promoting steel-based solutions to expand existing markets, grow new markets, and implement innovative approaches to enhance the viability of steel packaged products with consumers. Steel packaging provides strength, safety, multiple dimensions of convenience and environmental benefits.

The New Steel