Steel the right material for high performance packaging

Steel holds a leading position in European markets: Spain, France, Germany, Benelux and Great Britain. The DWI (Drawn & Wall Ironed) technology was jointly developed by major steel producers and can makers in these countries. The improvements made throughout the production chain have enabled steel to reach a respectable position in Europe, with a market share of about 50%.

Steel can, the answer to consumers and fillers’ needs

PRACTICALITY:
Steel beverage cans are adapted to drinking habits anytime, anywhere, at home or on the road. Easy to open, it guarantees maximum long term conservation of beverages and beer.

PROTECTION:
Steel beverage cans are air and light proof. They optimally preserve all types of beverages, carbonated or not. The whole production chain guarantees product traceability of the contents at every stage of the process and all the way to its sell-out phase.

Brand enhancement

The work accomplished in partnership with can-makers has produced excellent results. Steel is the most competitive material in terms of printing quality, shine, ergonomics, resistance and product protection: steel retains its qualitative edge towards its competitors in all departments.
Steel can, a solid success and a real future

A STRONG ECONOMICAL BASIS
The actions taken in steel production and implementation have led to stable and competitive costs. Packaging material costs have also decreased in the last years. The efforts developed in terms of thickness reduction – and consequently raw material reduction – helped to attain this competitive target.

Innovation
New metallurgies will enable the introduction of innovation. By optimizing the material thickness and therefore reducing the can weight, by developing new can-making processes or manufacturing shaped can or steel bottle prototypes, Arcelor Packaging International initiates and proposes complete steel solutions. Polymer pre-coated steel through direct co-extrusion process will appear as the efficient answer for an even more environmentally friendly process and progress within food safety.

A leading packaging within the beverage market

IN EUROPE:
1 out of 2 beverage cans is made of steel: 15 thousand million are made of steel (8 thousand million for soft drinks and 7 thousand million for beer). This market grows 3% to 5% per year, especially in the beer segment.
A European citizen drinks an average of 70 beverage cans per year.