

### **thyssenkrupp Rasselstein launches consumer platform weissblech-kommt-weiter.de**

For the first time ever, thyssenkrupp Rasselstein GmbH, Germany's only manufacturer of tinplate, is specifically addressing consumers to inform them about the recyclability and sustainability of tinplate. The website “[www.weissblech-kommt-weiter.de](http://www.weissblech-kommt-weiter.de)”, which was set up for this purpose, was launched today. The target group is German-speaking consumers.

“Unfortunately, consumer knowledge about the excellent recycling properties of tinplate is still too low. This was shown by a representative survey by YouGov, which we commissioned in advance in Germany. For example, consumers think that the recycling rate of tinplate is only 55 percent. The actual figure of 91 percent is significantly higher,” explains Carmen Tschage, Head of Communications and Market Development at thyssenkrupp Rasselstein. “Just a few years ago, public interest in sustainability issues was very restrained. But that has changed since Greta Thunberg and ‘Fridays for Future’ appeared on the scene. Today, consumers understand that rising mountains of plastic trash and floating plastic patches in the oceans are a real threat to the environment and ultimately to us humans, and they want to change their behavior.”

The survey also revealed that something has already changed in terms of thinking. It showed that when faced with a choice between two identical products with identical prices, 62 percent of consumers would prefer tinplate packaging—and only 14 percent would opt for plastic packaging. The media coverage of the plastic waste problem in the world's oceans has even led 67 percent of all consumers to state that they want to buy less or no more products in plastic packaging.

### **Website addresses the sustainability and the excellent recycling properties of tinplate**

“There has never been better time to motivate consumers to favor tinplate,” emphasizes Tschage. “To show how tinplate is the better choice, we have created a modern, attractive website that can be accessed at [www.weissblech-kommt-weiter.de](http://www.weissblech-kommt-weiter.de). Users are deliberately addressed in a casual manner to avoid creating any reservations in the first place.”

The articles on the platform highlight the ability of tinplate to be recycled multiple times, the closed material cycle of steel, and explain how tinplate is produced. The topic of “green, climate-neutral steel”, which is currently of great interest to the public, is also presented. In

addition to the usual articles, there will also be regular entries in our blog. “We hope to start a positive discussion regarding the sustainability of tinsplate in German-speaking countries and that many consumers will take advantage of the offer to learn about the benefits and recyclability of tinsplate packaging,” says Tschage.

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