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Packaging Steel App with new, interactive functions

Customers from the packaging steel industry now can receive relevant information even easier, in digital form via their smartphone: With the 2.0 update, the thyssenkrupp Packaging Steel App now has new interactive functions which bring a significant added value to the users. The “Multi-Calculator” enables numerous useful conversions for coil and sheet material. The route navigation to the Andernach location is also new. Complicated searching and entering of the company address with a GPS device is no longer required. Particularly important for packaging manufacturers: With the Packaging Steel App 2.0, relevant certificates regarding tinplate can now be found directly on the dashboard and can be accessed more quickly.

“With these three new features, we have reacted to the users’ wishes. The Packaging Steel App now offers more valuable information around packaging steel, enables more interaction and quicker access to our certificates,” says Christian Pürschel, Head of Communications and Market Development at Germany’s only manufacturer of packaging steel.

The “Multi-Calculator” interactively calculates, for example, the weight of 100 sheets or the tonnage of 100 square meters of coil material based on the dimensions and the thickness of the packaging steel entered by the user. With the possibility of performing calculations on the smartphone in a quick and uncomplicated manner, manufacturers of steel cans and tops get a practical added value for their everyday work.

Overview of available packaging steel grades and innovations

The Packaging Steel App has been available on the app stores for a year and gives the users an overview of all available packaging steel types by thyssenkrupp, and their respective specifications. The app also focuses on current innovations from the world’s largest production site for packaging steel – e.g. “rasselstein® Solidflex”. The user can obtain information on potentials for all applications of the stable material and get an overview of the available coating possibilities. If required, push notifications keep the users updated with news about rasselstein® packaging steel.

The 2.0 update of the Packaging Steel App can be downloaded for Android and iOS on the app stores. BlackBerry users can find the app for their device on Amazon Play. The app is free and is available in English and German.

About us:

thyssenkrupp produces approximately 1.5 million tonnes of packaging steel each year in Andernach, Rhineland-Palatinate, Germany. At the largest site of its type in the world, thyssenkrupp rolls steel to a thickness of 0.100 millimeters and finishes the surface with tin or chrome. Nearly all of the steel produced is shipped to packaging manufacturers around the world. Alongside cans for food and pet food, packaging steel is also used, for example, for beverage and aerosol cans, containers for chemical and technical filling materials, as well as for crown corks and twist-off tops. thyssenkrupp has around 2,400 employees in Andernach.

Contact:

thyssenkrupp Rasselstein GmbH

Nicole Korb

Communications + Market Development

Phone: +49 2632 3097 - 2265

Nicole.Korb@thyssenkrupp.com

www.thyssenkrupp-steel.com

Company blog:

https://engineered.thyssenkrupp.com/en/