

ArcelorMittal Flat Carbon Europe



ArcelorMittal

update

Client magazine | November 2009

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08 Designing the future through co-engineering



Discover the five stages of co-engineering that could open up unexpected opportunities to come out of the crisis stronger. Get inspired by a few telling showcases on how to trim costs while upgrading the diversity and quality of your product offer.

14 Granite® Comfort and Granite® Diamond: new organic coated products for the construction industry



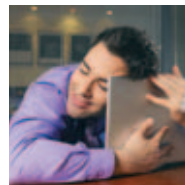
The construction industry constantly calls for higher durability and better thermal performance from organic coated steel sheets. That is why ArcelorMittal has now extended its Granite® product range with the introduction of Granite® Comfort and Granite® Diamond, each offering specific advantages.

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For a car's front rail, the new unique hot-stamped Usibor® 1500P / Ductibor® 500P Laser Welded Blank concept enables a weight reduction of more than 30% compared to a cold-stamped part. In addition, it guarantees an excellent crash performance – without additional costs.

22 SteelUser proves a huge time saver



Since the beginning of 2009, SteelUser.com has been clocking up well over 100 000 hits per month from over 900 customers who have registered at ArcelorMittal's e-business platform. We asked some customers to explain the success of SteelUser.



Cover

New steels: better crash resistance than ever before
Picture: ArcelorMittal R&D

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Laying the foundations for the successes to come

The effects of the credit crunch and the ensuing global economic downturn are beginning to wear off. Throughout our industry we are experiencing the first stages of a much-welcomed recovery and together with our clients we are turning our eyes to the future again with more assurance and determination.

There is no denying that it has been tough over the past year, but the very resilience and adaptability that have seen our clients and ourselves through the worst, will also take us through the next phase, one we believe will be characterised by steady and increasing progress.

Jean-Christophe Deville, General Manager Purchasing at Toyota Europe, clearly shares our renewed confidence in our business. In his interview for this magazine, he names ArcelorMittal as one of Toyota's development partners with whom he trusts the world-renowned car maker will be closely collaborating "to lay the foundations for the successes that will undoubtedly follow after the crisis is over."

At ArcelorMittal Flat Carbon Europe we are indeed laying the foundations of the successes to come. Evidence to substantiate this claim can be found in our feature article "More Relevance and Responsiveness", which is essentially about the fine-tuning of our commercial organisation. Our aim is to empower local commercial teams so that they can respond more quickly to your needs. As a customer, you should soon notice a positive impact on our ability to respond faster, but also more flexibly to your product and service needs. We believe this will provide an excellent basis for our future collaboration.

In a post-crisis environment most companies in steel-related industries will be facing new and complex challenges that can only be met by working pro-actively in partnership with suppliers that are committed to providing innovative and high quality products and services. In this issue of *Update* we are therefore also focusing on the development of new systems and technologies. You will undoubtedly be interested to learn about new products such as Usibor® and Ductibor® or Granite® Comfort and Granite® Diamond. And you will most likely want to give your full attention to innovative and improved services such as our new Committed Volume & Short Lead Time service, our SteelUser e-business platform and our tried and tested co-engineering services.

As you are about to find out, we have tried to pack as much inspiring and useful information as possible into this *Update*. Sharing insights, experiences and opinions is a first and essential step in building a common future.

Happy reading!

Cecile Van den Hof



More relevance and responsiveness

Like many entities that operate globally, ArcelorMittal Flat Carbon Europe (FCE) has discovered that the “think global, act local” approach isn’t enough – especially in the light of the global financial crisis. To be truly customer-centric across different industries and regions, we need to be able to “think local, act global” too. So we have realigned our commercial organisation to make sure we combine all the benefits of market segment know-how with being more locally accountable.

To underpin ArcelorMittal FCE’s commitment to successful and long term relationships with customers, the FCE Management team led a fine-tuning of our commercial organization. This included simplifying our sales strategy and approach to different market segments and empowering local teams so that they can respond more quickly to customers’ needs.

Brian Aranha is the new Chief Marketing Officer (CMO) for FCE. “The overall commercial and pricing policy will still be

managed at FCE level for all of our markets,” he explains. Three key market segments – General Industry, Automotive and Partners – will continue to have centralised sales teams, while the regional customers will be supported by regional sales forces. And with operating units all across Europe, we can continue to provide back-up supplies and customised solutions based on up-to-the-minute technology. But customers need us to be able to respond faster, and the best way to achieve this is to empower the regional teams in

terms of sales support and supply chain management.

Faster response via regional CMOs

“We also needed to implement a more relevant approach for customers who operate regionally and locally, and therefore have strong historical ties to a particular plant,” continues Brian. “So as part of our reorganisation, local commercial accounts – including full responsibility for the supply chain – have been moved to our business



Brian Aranha



Alain Le Grix



Jean-Martin Van der Hoeven



Luc De Mondt

divisions under the leadership of divisional CMOs. The CMOs will work in a coordinated network and will have a direct influence over service performance. Customers should notice not only a positive impact on our ability to respond faster, but also more flexibly to their product and service needs.”

Market segment approach for multi-nationals

The central CMO team includes three market segment organisations that report directly to Brian Aranha.

General Industry

General Industry includes Appliances, Packaging, Electrical Steels and Energy Pipes. “Our Global Account Managers (GAMs) remain in place to ensure continuity for our large and multi-national customers,” says Alain Le Grix, CMO General Industry. “And we are currently revisiting our sales strategy in collaboration with customers so that we fully understand their needs.” Since many of FCE’s multi-national customers require sales and service support from more than one plant, one of Alain’s key roles is to ensure consistency by coordinating between the central market segment team and our regional business divisions.

Automotive Europe

The devastating impact of the financial crisis on the automotive sector – combined with some serious soul-searching at ArcelorMittal with regard to how it can

be a better partner across its expanded enterprise – means Automotive Europe is also undergoing some changes. “For us, it’s about getting back to basics,” says segment CMO Jean-Martin Van der Hoeven. “The credit crunch has radically affected car manufacturers, their markets, and their products. We’re all striving to find the right direction in a world where compact and low cost are increasingly important keywords. Customers need more specific answers from the steel industry in terms of steel specifications, grades, coatings, distribution, and supply chain. It’s a turning point in automotive history, with a growing need for lightweight energy-absorbing steels, as well as electrical steels, and as technology leaders we’re well positioned to be a part of it. But we know that it’s not enough to be technology leaders: We have to be empathy leaders too, since this is the foundation of long-term partnerships.”

Partners

Among several large customers who channel our flat rolled products to end users, the Partners segment includes our steel service centres and distribution solutions (AMDS) – already a clear market leader in Europe both in terms of volume and geographical spread – as well as ArcelorMittal Tubular Products, our sister division producing pipes and tubes. Partners also covers sales of non-prime materials generated by all FCE plants in all products, and exports of niche products sold to key customers around the world.

Meeting the demand/supply challenge

Like all steel producers, ArcelorMittal FCE has had to restrict output since the onset of the global financial crisis as a result of the fall in demand. That meant switching off 14 of our 25 blast furnaces in Q2. While this hasn’t really affected customers in Eastern Europe, others may experience delivery delays. In the meantime some of the blast furnaces that were switched off temporarily have been restarted as a result of the end of the “de-stocking” period: at the end of October we still had 9 blast furnaces switched off out of 25. “This restart process is highly complex and very costly,” says Brian. “Between planning and critical path scheduling, it can take weeks to complete, so naturally we’re a bit cautious. In the unprecedented climate, with falling consumer incomes and various government actions, it has been a real challenge to get the timing right. But with customers beginning to return to more regular purchasing, we are working hard to reinstate capacity and improve our stop/start capabilities so that we can meet demand in a more flexible way. In terms of pricing, I think we’ll see some see-saw effect across the steel industry as a whole between Q4 2009 and Q1 2010, but it should stabilise as demand and capacity become more equally balanced.”

Local commercial contacts

Business Division North

CMO & Supply Chain:
Antoine Van Schooten
Mills: Bremen, Basse-Indre, Desvres, Dudelange, Dunkerque, Florange, Geel, Genk, Gent, La Praye, Liège, Mardyck, Montataire, Mouzon, Tallinn
Commercial offices:
Benelux, France, Germany/Austria/Switzerland, UK, Nordic/Baltic

Business Division South West

CMO & Supply Chain: Gilles Mirol
Mills: Asturias, Avellino, Canossa, Etxebarri, Fos-sur-Mer, Piombino, Sagunto, Sestao, St. Chély d'Apcher, Technical support to Annaba (Algeria)
Commercial offices: Spain, Portugal, Italy

Business Division South East

CMO & Supply Chain:
Mahesh Barve
Mills: Galati, Skopje, Ambalaj Turkey, Technical support to Borçelik
Commercial offices: Turkey, Romania, Greece, Balkans

Business Division East

CMO & Supply Chain:
Tomasz Plaskura
Mills: Eisenhüttenstadt, Poland, technical support to Ostrava
Commercial offices: Czech Republic, Hungary, Poland, Slovakia



"Our focus is on fostering stable relationships with all of our partners," comments Luc De Mondt, CMO Partners. "In the end, there is an inherent benefit in this for all concerned. For example, innovation often starts small, so we have to be able to follow our smaller customers very closely – that's where the strategic importance of AMDS comes in."

Clear benefits of increased local relevance

"The great thing about this country-based approach to local and regional customers is that while we will still have a global sales strategy for each market segment, we will be able to differentiate more within countries," says Antoine Van Schooten, CMO & Supply Chain, Business Division North. "So the head of the commercial office in, say, France, will be able to look at our local industrial profile and the way end users purchase steel, and adapt the global strategy for his country and customer base. And he will implement this in close collaboration with his local mills."

"There is a sense of greater accessibility," comments Gilles Mirol, CMO & Supply

Chain, Business Division South West. "It's all based on proximity, and on simplifying the relationship with customers. With closer connections between our plant managers, supply managers, and commercial people, local customers have people on the ground who are focused on their market, understand their needs, and have the power to react faster."

"We're already getting feedback which indicates customers feel more confident that their local expectations and demands are being taken seriously," says Tomasz Plaskura, CMO & Supply Chain, Business Division East. "The global perspective and coordination is still important, but there is more room for discussion and quick decisions that are adjusted to the economic and industrial situation in this region. In addition, the "one face to the customer" remains unchanged, so there's continuity too."

"I've been based in Turkey for six years now, so I know our customers in South East Europe and I understand the differences in the market," says Mahesh Barve, CMO & Supply Chain, Business Division South East. "I think some of our local and regional

customers felt overwhelmed by our mammoth organisation. But with this new approach, they know we're here on the spot, just a phone call away, and that we have the capability to help them solve any issues directly, without having to go through our central CMO team."

ArcelorMittal wins GM's Supplier of the Year award

On Friday 5 June, 2009, General Motors recognised its 99 best global suppliers including ArcelorMittal for their exceptional commitment to align with GM global purchasing and supply chain priorities. The ceremony took place in the GM Heritage Center in Sterling Heights (MI, USA) where many historic and classic GM cars and trucks are on display.

"GM is proud to honour our best suppliers with the Supplier of the Year award, an award that we believe is the most meaningful honour in the supplier industry", emphasized Bo Andersson, when chairing the ceremony as GM Group Vice President, Global Purchasing and Supply Chain. "During these difficult economic times, it's more important than ever to recognise performance in our supply base. These suppliers are the best of the best and we want to honour them for their tremendous performance."

The award recognises the significant contributions of GM's suppliers in 2008 to the company's global product and performance achievements. The Supplier of the Year program started in 1992, and each year a global team of purchasing, engineering, quality, manufacturing and logistics executives determines the winners. The decisions are based on supplier performance in the areas of quality, service, technology and price.

"This is ArcelorMittal's first recognition, but the Group has been GM Supplier of the Year many times under its past North American or European legacy entities", explains Gordon O'Neill, Global Account Manager for GM. This year, ArcelorMittal has been honoured for its global performance. In addition to supplying all GM plants located in 4 regions: NAFTA, Europe, LAAM (Latin America, Africa and Middle East), and Asia-Pacific,



Greg Wells, Director Automotive Sales NAFTA, receiving the award for ArcelorMittal from Jon Lauckner, GM Global Product Development Vice President (left), and Tom McMillen, GME Purchasing Vice President (right).

ArcelorMittal supported GM engineering with cost savings and launches like the upcoming GMX 353: Buick LaCrosse.

Why GM selected ArcelorMittal as Supplier of the Year

ArcelorMittal's global performance was undoubtedly the decisive factor in awarding this distinction. In NAFTA as well as in Europe, many of ArcelorMittal's programmes and interventions led to

considerable cost savings for GM. In Brazil, ArcelorMittal made tremendous improvements on quality. Our sales team ensured deliveries were precise and on time. In Asia-Pacific, ArcelorMittal was able to supply steel for GM's new M300 Spark car in Korea, while all other suppliers failed. Meanwhile, in India GM continued to work with ArcelorMittal on the new M300.

Designing the future through co-engineering

Meeting the challenges of the post-crisis environment

Now that we have seen the worst of the recession and economies are moving towards recovery, it may be a good idea to consider new ways of meeting the challenges of the post-crisis environment. Reducing costs without product innovation will inevitably result in diminishing returns. So for most companies, the best approach will be to trim costs while constantly upgrading the diversity and quality of their product offer. And that is where co-engineering could open up unexpected opportunities.

Jan De Moor, Development Manager of the FCE Technical Client Team, wants to be absolutely clear about it. "Co-engineering is all about team work," he says, "and I see myself as a project manager facilitating and monitoring collaboration among the customer's technicians and ArcelorMittal's R&D specialists, Client Technical Support people and sales staff. I am a very down-to-earth person and I am convinced that there is nothing magical about co-engineering. It is simply the most sensible approach to innovation, which is what most companies need nowadays."

Which companies should consider launching a co-engineering project?

Jan De Moor. All of our customers would do well to take advantage of this service more frequently. Steel often represents 60 to 80% of the total cost of innovative products. So when it comes to saving money, it really pays to address the steel side of the equation first. Paradoxically, the outcome of a co-engineering project may be a suggestion to switch to more advanced and hence more costly types of steel. The final result of switching to slightly more expensive steel will be a reduction of the total cost of ownership because fewer tonnes of it will be needed, for the simple reason that it will be possible to use thinner gauges without compromising the strength and durability of the design. And in addition, it is often possible to simplify the customer's production processes as a result of using the new material.

Does co-engineering always lead to the use of newer and more expensive types of steel?

Jan De Moor. Not necessarily. Occasionally we may advise the customer to switch to less expensive types of steel that perform just as well. In other instances we may come to the conclusion that costs can be reduced by switching to more efficient processes or new designs that are easier to produce, while relying on the tried and trusted grades of steel. Finally, co-engineering may lead to cost reductions by making a product or process more energy efficient. This is particularly true in heating, ventilation and air conditioning systems, transportation vehicles, industrial equipment, and other systems with a high energy consumption.

Supposing a client wants to redesign a product to suit his customers' needs better and reduce production costs. When should he start talking to you?

Jan De Moor. Ideally, he should involve us as early as possible in the design or re-design of his product. Co-engineering is a five-stage process (see *text box*) geared to take maximum advantage of the combined expertise of his team of technicians and ours. In the first stage we define the aims of the project. As a starting point we take his customers' needs and wishes as well as your products' desired features and benefits. We see it as our task to supply the resources and technical expertise to help him fulfil his customers' needs in the most efficient and cost

effective way. That explains why most co-engineering projects are aimed at cost and weight reduction as well as energy saving and safety. In the following stages of the co-engineering process we specify what is feasible. As soon as new design options have been explored and suitable materials have been selected, we move to the "in situ" prototyping and testing stages. At the end of the co-engineering process we settle on a final design and decide what type of steel will be used. We always ensure that we create a win-win situation so that both parties benefit measurably from the project.

Co-engineering is a five-stage process

- **Stage 1:** Mutual analysis of the technical and economic requirements of the project
- **Stage 2:** Feasibility study; based on the analysis in stage 1, we propose multiple design options and material selections
- **Stage 3:** Prototyping
- **Stage 4:** Testing
- **Stage 5:** Production & follow up; the final solution is translated into stringent production specifications, and the final product is created

Co-engineering showcases

Bath tubs

The application of new advanced steel grades facilitates innovative designs for bath tubs involving extreme deep drawing previously deemed impossible.



Truck trailer chassis

By switching to advanced high strength steels for the construction of trailer chassis it was possible to achieve 25% weight reduction, 19% material cost savings and 25% reduction of the total cost of ownership (depreciation costs & fuel cost savings through weight saving).

Energy absorbing lighting column

Manufacturer of street lighting columns called on the services of ArcelorMittal's co-engineering team to develop an energy absorbing lighting column. Advanced high strength steels are used to make the new column absorb the energy of an impact and bend over the colliding car. The new design combines higher safety with considerable cost reduction.

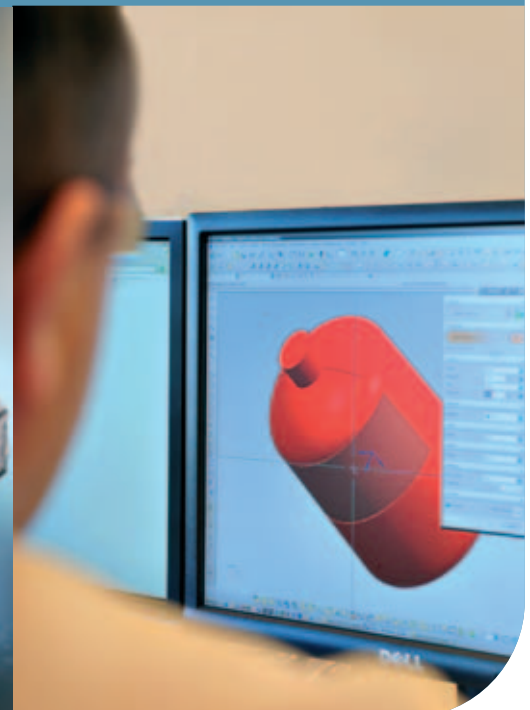


Re-design of expansion tanks, boilers and panel radiators

The application of advanced high strength steel and improved processing in expansion tanks resulted in a 35% cost reduction.

Application of advanced steel properties in panel radiators resulted in a 15% cost reduction.

Jan De Moor is holding a gas cylinder made from an advanced steel grade which allows the co-engineering team to reduce the weight of the bottle by 40% and cut production costs by at least 30%. Taking into account the total recyclability of steel, this new cylinder greatly reduces the carbon footprint compared to all its lightweight competitors. This is an excellent example of what can be achieved through co-engineering.





Toyota's European ambitions

With 2008 sales of some 9 million vehicles in over 170 different countries, Toyota is one of the largest automotive manufacturers in the world. Since 1992, when Toyota first started making cars in Europe, ArcelorMittal has been one of their permanent steel suppliers. And this collaboration has intensified over the years. The global financial crisis of the past year has created a lot of turbulence within both Toyota and ArcelorMittal, but our partnership stood firm.

Brussels, on a rainy Friday in September. Philippe Aubron, General Manager Automotive Europe Sales Area C, and Frederik Leus, Key Account Manager for Toyota Europe, have an appointment with Jean-Christophe Deville, General Manager Purchasing at Toyota Europe. *Update* was there too. Jean-Christophe Deville tells us that Friday is "casual day" at Toyota so off come the ties and the mood switches immediately to informal mode.

The crisis has accelerated the pace of change in the automotive world. Toyota is more than ever aiming to be leaner and more flexible to meet the rapidly changing needs of the market. In this context, what does Toyota expect of a steel supplier like ArcelorMittal?

Jean-Christophe Deville. We do indeed need to be leaner and more flexible, and that applies to all of us; this has already been the whole sector's mission for quite some time. We have to continually respond to peaks and troughs, in line with the market evolutions. This is the basis of the

"Toyota Production System". All our suppliers are strategic to us but only some have been able to demonstrate their ability to be true development partners. ArcelorMittal is one of them. We expect our suppliers to come through the crisis, managing the low volumes and potential financial issues without impacting the delivery, quality and cost performances towards Toyota. But for our development partners, the challenge is even bigger. We expect them not only to come through the crisis unscathed, but actually stronger. We want them to work with us today to lay the foundations for the successes that will undoubtedly follow after the crisis is over. That calls for long-term vision. Together with ArcelorMittal, we want to draw up our plans for 2015-2020 now. That is why we are not focusing solely on turnover figures but also on matters like innovation, logistics, weight reduction and cost reduction. Our development partners must continue to invest in R&D now, regardless of the crisis. We expect them to continue to refocus their research and development



according to our changing needs, and that is why we openly share the aims of our own R&D with them. It is a truly two-way process.

ArcelorMittal and Toyota operate worldwide. Does this global orientation give them an advantage over their competitors?

Jean-Christophe Deville. For several decades this global orientation of Toyota has indeed been an advantage. In the past,



some crises could be seen as regional and Toyota's global presence was undoubtedly a key advantage. But today we are dealing with a worldwide crisis leading to a double-digit percentage drop in turnover. And as a Japanese company, we were also hit by unfavourable exchange rates. We are facing tough times in a lot of places nowadays, so everybody at Toyota but also within our supplier base has to challenge this situation. In parallel to managing the short term issues, we must keep preparing for the future. As soon as things start to pick up, we expect our development partners to be present everywhere again. We are convinced that our potential for growth in a number of different places at the same time is essential to our future success. This is precisely why we appreciate the fact that ArcelorMittal provides us with a Global Account Manager (GAM) in the US, a KAM in Europe, permanent contact persons in Japan and South Africa and a worldwide team of competent staff. This collaboration in four continents has worked perfectly in the past and will no doubt continue to do so in the near future.

Like certain American statesmen, you seem to have every confidence that the world crisis will soon blow over. Are you really counting on a quick recovery?

Jean-Christophe Deville. Let me qualify that optimism. What we have been doing here in Europe since 2008 has been mainly

risk management. Personally, I think that the worst, in terms of volume drop, may be over now. I don't expect the market to fall any further. In Europe, car sales dropped from 21 million cars a year to 16 million. For the next years, we expect a slow recovery, starting somewhere in 2010, but it will take several years before we go back to the market levels as they were before the crisis. I fear that the supply chain of the automotive sector will not recover from this immediately. It will probably be 2013 or 2014 before we are truly out of the woods. And the recovery process itself may produce painful side effects. Some suppliers have been battered and damaged by the crisis and this could lead to financial and social unrest in the near future. I compare the economic crisis to a hurricane. Yesterday the storm raged through our world; today the wind has dropped. But we don't have much reason for jubilation just yet. Houses have been smashed and trees uprooted. Some foundations may have also been hit. We have to clear the rubble, take stock of the damage and make plans for reconstruction. And reconstruction always takes longer than devastation.

Toyota has ambitious plans in Europe. We hear you are developing a new hybrid car here, for example.

Jean-Christophe Deville. Europe is one of, if not the most competitive market in

the world. If we are successful here, we can be successful everywhere. Toyota has indeed invested millions in its European R&D and operational optimisation. For example, our European head offices in Brussels played a key role in the development of the new Avensis that is now rolling off the production lines in England. About the specific hybrid topic: in July Toyota Motor Europe announced that it would manufacture a hybrid version of its C-segment hatchback (Auris) in the United Kingdom as of mid-2010. This marks a critical first step in the company's plans to offer a hybrid version of every model in the early 2020s. These innovative and ambitious initiatives are clear proof that Toyota does indeed take the European market very seriously. The recent strategies presented by our newly appointed President, Akio Toyoda, indeed confirm this trend.

Usibor[®] and Ductibor[®]: a “hot” combination for safer and lighter cars

Hot-stamped Usibor[®] 1500P and Ductibor[®] 500P Laser Welded Blanks

For a car’s front rail, the new unique hot-stamped Usibor[®] 1500P / Ductibor[®] 500P Laser Welded Blank concept enables a weight reduction of more than 30% compared to a cold-stamped part. In addition, this combination guarantees excellent crash performances – without additional costs thanks to improved material utilization.

To ensure passenger safety, car manufacturers are already making extensive use of hot-stamped Usibor[®] 1500P steel to replace cold-stamped material. This reduces the weight of structural automotive parts of a car, e.g. the B-pillar, thus reducing the car’s CO₂ emissions. But that is not enough...

The fruit of four years of research

Car manufacturers want to achieve superior crash performances in the most important energy absorption zones. A solution would be to combine Usibor[®] 1500P with a steel grade that is suitable for hot stamping, but with different mechanical properties.

In co-operation with ArcelorMittal’s commercial and technical teams, our Automotive Applications Research Centre in Montataire has been working for four years on the development of both new patented technology and dedicated material to achieve fully functional Usibor[®] 1500P / Ductibor[®] 500P hot-stamped Laser Welded Blanks. The patented process, which avoids the formation of undesirable intermetallic phases in the weld pool due to the aluminium / silicon coating – has been used by ArcelorMittal Tailored Blanks since May 2008 for serial production of Usibor[®] 1500P-based Laser Welded Blanks. The new dedicated product Ductibor[®] 500P has been available industrially and commercially since end of 2007.

Showcasing its potential in a car’s front rail

To showcase the potential of the new combination, the Automotive Applications Research Centre set up the “front rail catalogue” project. Among a set of innovative front rail designs, one solution employs a two-weld seam Usibor[®] 1500P / Ductibor[®] 500P Laser Welded Blank, consisting of:

- Ductibor[®] 500P 1.5 mm: for the front area, dedicated to energy absorption
- Usibor[®] 1500P 1.3 mm: for the middle area, preventing excessive intrusion into the passenger’s safety cell
- Usibor[®] 1500P 0.9 mm: for the rear area, transferring the residual load to the rest of the body-in-white

This combination results in a weight reduction of more than 30% compared to the cold-stamped benchmark used as a reference. The feasibility of the concept was tested and given the green light by using hot-stamping simulation methods developed internally by ArcelorMittal.

The researchers also investigated the in-service properties, including both static (stiffness) and dynamic aspects, e.g. in a crash. Results confirm a crash performance similar to or in some cases even superior to that of the benchmark design.

Lighter and stronger at no extra cost

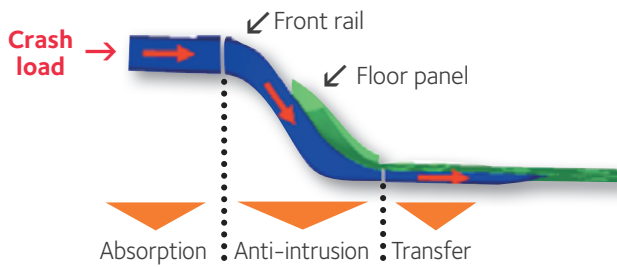
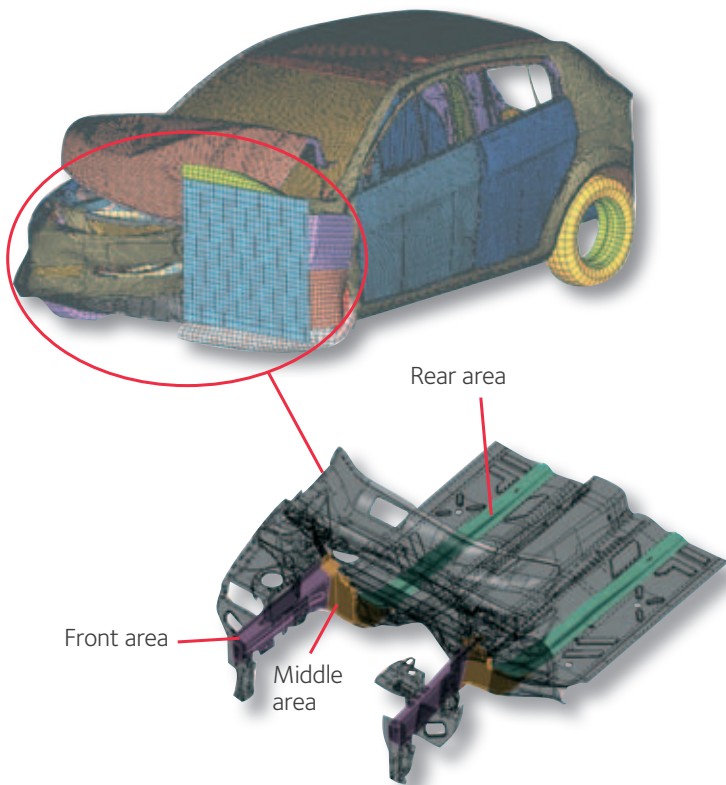
In addition to a huge weight saving potential, cost analyses have demonstrated that parts like these can be produced without additional cost compared to the benchmark cold-stamped part. This attractive cost assessment is mainly due to the use of the laser welded blank concept:

- Reduction of scrap material through the optimisation of sub-blanks nesting
- Reduction in the number of process steps (stamping and post-assembly)

The attractive cost price, its technical performance and the weight saving achieved makes the Usibor[®] 1500P / Ductibor[®] 500P combination an invaluable tool for our automotive customers working to meet today’s technical, financial and industrial constraints.

Currently, serial parts for a German automotive manufacturer are in production using this technology at the ArcelorMittal Tailored Blanks Gent production unit. Many other groundbreaking co-development projects with customers are currently underway at the Automotive Applications Research Centre in Montataire.

Frontal impact (e.g. car to car)

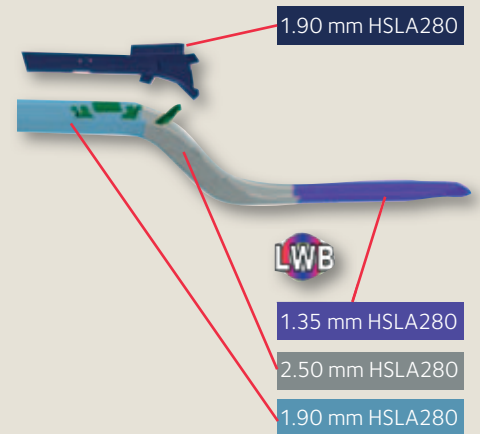


The Usibor® 1500P / Ductibor® 500P Laser Welded Blank part for the front rail project successfully underwent a crash test. It also results in a weight reduction of more than 30% and lower production costs compared with a cold-stamped benchmark part.

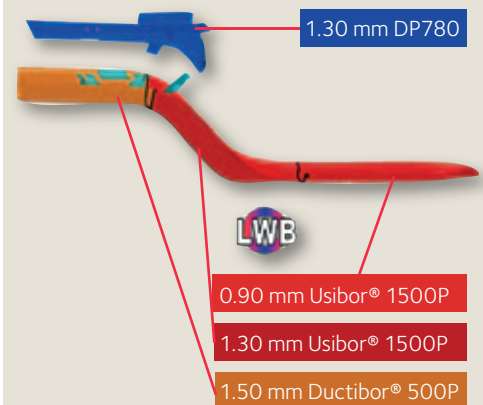
“In addition to a huge weight saving potential, cost analyses have demonstrated that parts like these can be produced without additional cost compared to the benchmark cold-stamped part.”

Fabrice Pinard,
Manager Business & Product Development,
ArcelorMittal Tailored Blanks

ArcelorMittal engineered steel solutions



30% weight saving
Improved crash performance



LWB (= Laser Welded Blanks)

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Granite[®] Comfort and Granite[®] Diamond

Two promising new products

The construction industry constantly calls for higher durability and better thermal performance from organic coated steel sheets. That is why ArcelorMittal has now extended its Granite[®] product range with the introduction of Granite[®] Comfort and Granite[®] Diamond. Both products are squarely aimed at the construction market, but they each offer specific advantages.

Granite[®] Comfort for superior thermal performance

Granite[®] Comfort is a new type of organic coated steel sheet that greatly improves the thermal comfort in buildings. Used as a roofing and cladding material it reflects considerably more sunlight, emits more absorbed radiation back into the atmosphere and absorbs less heat than current prepainted steel and less than most competing materials. The roof and façade literally stay cooler and reduce the amount of heat transferred to the structure beneath, keeping rooms, offices and all other parts of the building agreeably cool even on the hottest of summer days. Using Granite[®] Comfort for the insulating

envelope of a building will help to keep the inside temperature 10°C cooler on sunny days, even without resorting to the use of an air conditioning system.

Inversely, the thermal performance properties of Granite[®] Comfort allow the thickness of the foam layer in the underlying insulating sandwich panels to be reduced by 1 cm for constant insulating efficiency.

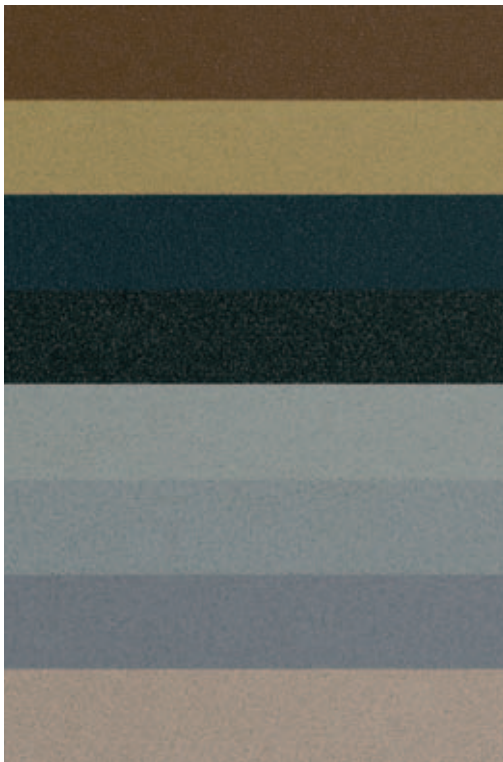
Thanks to the heat reflective property of steel-made cladding and roofing, the use of Granite[®] Comfort material leads to lower energy costs and decreased CO₂ emissions, which is both economically and ecologically advantageous.

Moreover, Granite[®] Comfort clearly excels at maintaining a constant temperature on the surface of buildings, thus reducing thermal shocks and stresses and increasing the building's lifespan.

Savings

Depending on various parameters, including the purpose (residential, office or commercial), the location and the design of the building, the use of Granite[®] Comfort can help to save up to 15% on the total energy bill.

ArcelorMittal has developed a handy little tool with which you can quickly calculate the amount of energy and money that can be saved by using Granite[®] Comfort. This



Example of an application where the product can be used.

interactive tool rapidly computes the energy consumption reduction expressed in percent per year as well as the financial savings expressed in Euros per year. It also shows the gain in comfort and the direct effect on the inside temperature (expressed in degrees centigrade) achieved with Granite® Comfort. Feel free to ask your Client Technical Support expert for a demonstration.

On top of these savings, the use of this new type of prepainted steel sheet should make an increasing contribution to compliance with the new European energy regulations, which may entitle the customers to tax credits and rebates in the near future.

Dazzling aesthetics

Granite® Comfort comes in four appealing lightfast colours that guarantee a Total Solar Reflectance (TSR) of 27%, which is considerably higher than most competing products on the market (for example standard black paint has only 3 to 5% TSR). These colours are: Testa di moro (dark brown), Anthracite grey, Verde Navarra (dark green) and Azul Baracaldo (deep blue).

Granite® Comfort is also available in specific other colours which can be selected from a special palette of colours based on the same technology of cool pigments for optimised TSR (specific colours available upon request).

Granite® Diamond for high surface hardness and good formability

The new Granite® Diamond is a prepainted coated steel with improved surface behaviour. The coating is based on a thermosetting paint system of polyester with a dominant polyurethane component. It combines higher corrosion and UV resistance with a new mineral appearance and texture. Thanks to its extraordinarily good surface hardness, Granite® Diamond can easily endure severe processing and rough handling in unfriendly environments.

The product is available in grey tones (tin, mouse and rock grey) with a rough, matt finish reminiscent of natural materials. Alternatively, it also comes in charcoal (black), sandy yellow and salmon beige with a sparkling finish. Other colours are available upon request. In compliance with ArcelorMittal's sustainability policy, Granite® Diamond is totally free of chromium 6+ and heavy metals. The product comes with an automatic 10-year guarantee.

Granite® Diamond has been specifically designed and developed for a wide range of building applications, such as sidings, cassettes, sandwich panels and trapezoidal profiles. With its natural aesthetic qualities, this new product will spark off a variety of new design possibilities for architectural projects.

Using Granite® Comfort for the insulating envelope of a building will help to keep the inside temperature 10°C cooler on sunny days.

With its natural aesthetic qualities, Granite® Diamond will spark off a variety of new design possibilities for architectural projects.

Case study

To thoroughly test the quality of its new Granite® Diamond, ArcelorMittal decided to use the new product for the replacement of the old façade of an office building on the industrial site of Montataire, some fifty kilometres east of Paris.

The building was erected in the early 1960s. It is a steel-framed structure with a footprint of 650 square metres. Between October 2006 and March 2007, all façades and gables were fitted with Granite® Diamond cassettes. The use of cassettes was necessitated by technical constraints. The architects designed a colour scheme of delicate greys with red accents.

Today, more than two years later, these colours have retained their original brilliance and the slightly granular surface shows no sign of pollution.

Shorter lead times for committed volumes

Rolling out the Committed Volume & Short Lead Time service

ArcelorMittal Flat Carbon Europe (FCE) is putting more and more effort into strengthening and complementing its service offer, to bring added value to its customers. Committed Volume & Short Lead Time (CV&SLT) is an excellent example. It targets customers who want to capture last-minute opportunities or who want to optimise their production and supply chain to achieve shorter lead times for their orders.

CV&SLT is based on ArcelorMittal's commitment to deliver an agreed product range within a shorter time frame than the standard lead time, and the customer's commitment to purchase a certain volume within a set time frame. ArcelorMittal has introduced this service to reduce costs for customers and streamline their steel supply chain. Whether or not a customer is eligible for the CV&SLT service depends on the

outcome of an assessment of his needs. Depending on the outcome, a CV&SLT service agreement can be set up.

Tried and tested by pilot customers

To prepare for the present roll-out, the new CV&SLT service has been thoroughly tested in the first half of 2009, with the ArcelorMittal Gent mill (Belgium) serving as a pilot plant. A limited number of customers

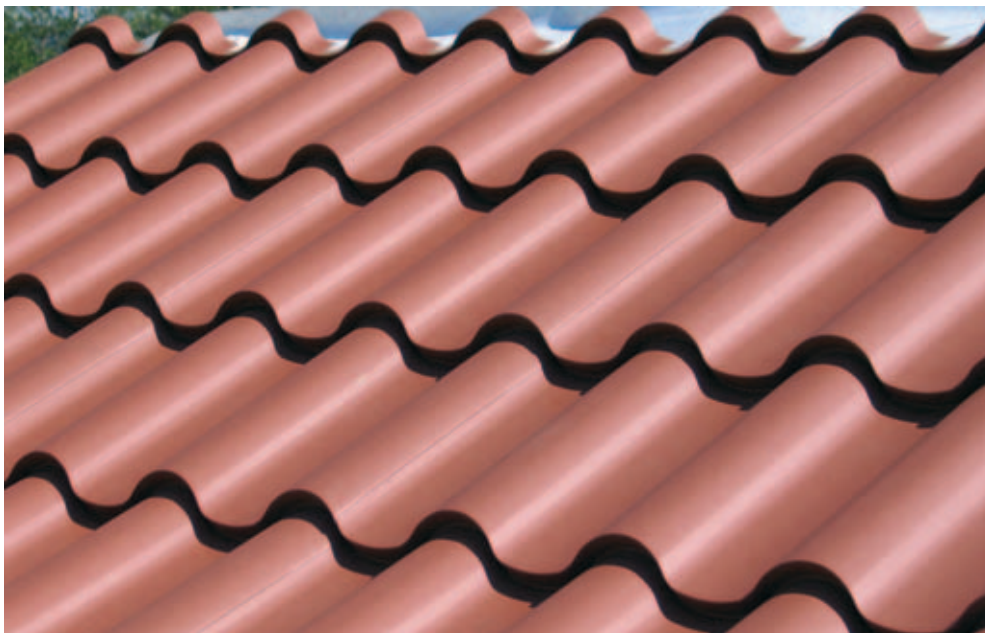
who agreed to participate in the experiment had the opportunity to order predetermined volumes of certain products and were guaranteed that deliveries would be carried out within specified shorter lead times. After initial successes in Gent, a second pilot project was launched at ArcelorMittal Piombino (Italy) involving a few more customers.



René van der Valk, Lead Buyer of MCB, a steel service centre and steel trader, is very pleased with the CV&SLT service offer. "We participated in a test project involving CV&SLT deliveries of agreed volumes of cold rolled, hot rolled and hot dip galvanised steel. The advantages of this short lead time service for our business are self-evident. We at MCB can reduce our security stocks and work more flexibly. The test phase went very well, but halfway through the test the market picked up and we rapidly exhausted the volumes that had been committed to us. Fortunately, we will soon be able to renew our agreement and we hope the committed volumes can be increased. This is indeed an excellent new service which helps us to capture market opportunities and serve our customers better."



Luc Soete, Chief Purchaser at Joris Ide, one of Europe's leading producers of steel building products, also participated in the pilot project. "Joris Ide is an international group with sixteen production sites in seven different countries," he explains. "We must be able to rely on stable suppliers who offer a global service and are as good as their word. So I was pleasantly surprised when ArcelorMittal first told me about their plans for the CV&SLT service. It was exactly what we needed. In the first months of the test everything went perfectly, but in June the demand for profiles and roof tiles suddenly increased. Steel supplies became difficult and ArcelorMittal's organic coating line ran out of paint. As a consequence, the short lead times became a bit longer again. If you ask me, the system still needs perfecting, but it is by far the best on the market. I applaud the initiative and would encourage ArcelorMittal to keep up the good work."



The ability to stick to the short lead times is indeed key for this new service. "CV&SLT is a sustainable service offer: we will maintain this offer even when the market is high," stresses Marc Billant, who heads the Customer Service team. "Both the central demand planning and the capacity planning at our mills have an important role to play here. We will reserve the necessary capacity for each customer and the mills will systematically give priority to these committed orders throughout the entire production and delivery process."

CV&SLT: adding value

- **CV&SLT** reduces operational costs and allows both customers and ArcelorMittal to reduce stocks, thanks to a better alignment between demand and supply.
- **CV&SLT** reduces administrative costs because orders don't need to be modified once the agreement has been concluded.
- **CV&SLT** increases our customers' operational and commercial flexibility, allowing them to capture last-minute opportunities.
- **CV&SLT** increases customers' peace of mind: the volumes that have been committed to them will be delivered.

Additional information

Customers who want to make use of this service can contact their Account Manager. He will assess your requirements together with the Customer Service team of the relevant mill, and the CV&SLT offer of products and lead times will be drawn up on the basis of the capabilities of each of the growing number of mills offering the CV&SLT service.

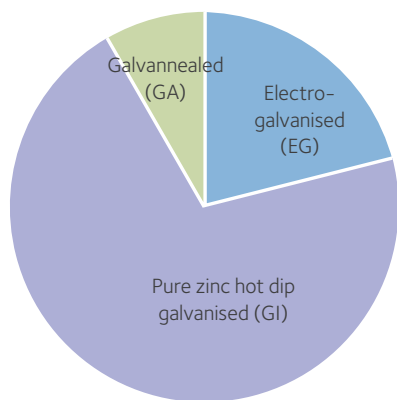
Galvannealed coatings: a constantly evolving global offer for OEMs

A coating widely used by car makers

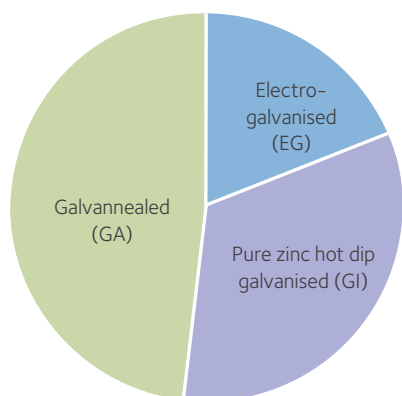
Over the last three decades, the increasing demand for durability has led to a dramatic increase in the use of zinc-coated steel sheet for the body-in-white. Three metallic coating processes have been developed to ensure corrosion protection: electrogalvanising, pure zinc hot dip galvanising and galvannealing. The latter now proves to have great potential, especially since ArcelorMittal has successfully developed a special surface treatment for galvannealed coatings which creates great added value for OEMs.

Galvannealed coating belongs to the family of the hot dip galvanised coatings and is well suited for numerous automotive applications involving both visible and non-visible parts.

Coating usage by OEMs for BIW in Europe (%)



Coating usage by OEMs for BIW in NAFTA (%)



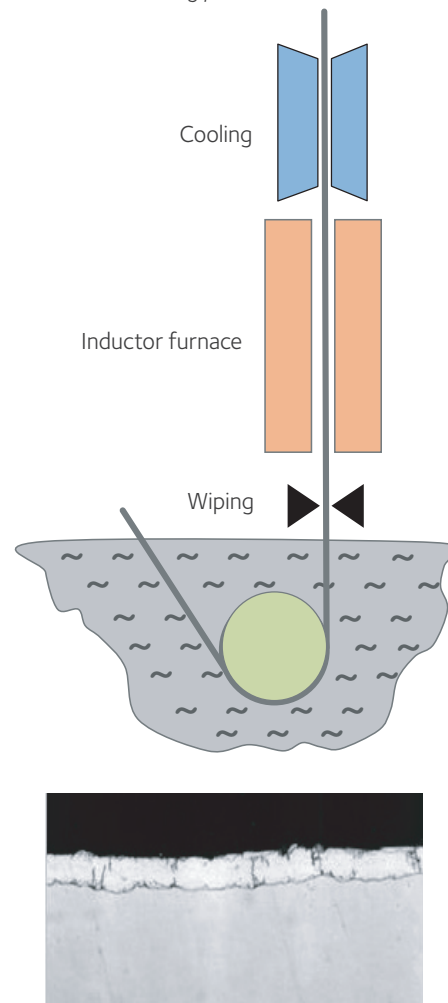
This type of coating was initially developed in Asia and the NAFTA countries where it has been widely used for many years. The arrival of Asian car makers in Europe led to the introduction of this coating technology in the European steel industry. Today, ArcelorMittal supplies galvannealed coatings for a wide range of steel grades, from IF steels for deep drawing to high or very high strength steels, as can be seen in our product catalogues.

Galvannealed versus Hot Dip Galvanising

Galvannealed coating is a special type of continuous hot dip galvanising. The main difference in the production process is that to make a galvannealed coating, the steel strip is subjected to heat treatment immediately after being fed through a bath of molten zinc. Holding the strip at a certain temperature for a specific time allows iron atoms in the substrate to diffuse into the zinc layer. The coating formed in this way is a zinc-iron alloy with an iron content usually between 8 and 12%. Careful monitoring and control of the galvannealing parameters (post-annealing) are key factors in obtaining the hardness of the coating specified by the customer.

The automotive industry has many good reasons to prefer galvannealed coating to conventional hot dip galvanising. The former guarantees excellent paint adherence and improved spot welding behaviour. The presence of iron in the galvannealed coating extends the welding

Galvannealed coating process



range and increases the electrodes' lifespan, which means improved processing reliability for OEMs.



Moreover, the excellent corrosion protection (especially minimal paint creepage) and high surface quality offered by galvanized coatings make these products highly recommended for various applications. Galvanized steel sheets are indeed an excellent choice for inner and outer parts as well as for structural parts.

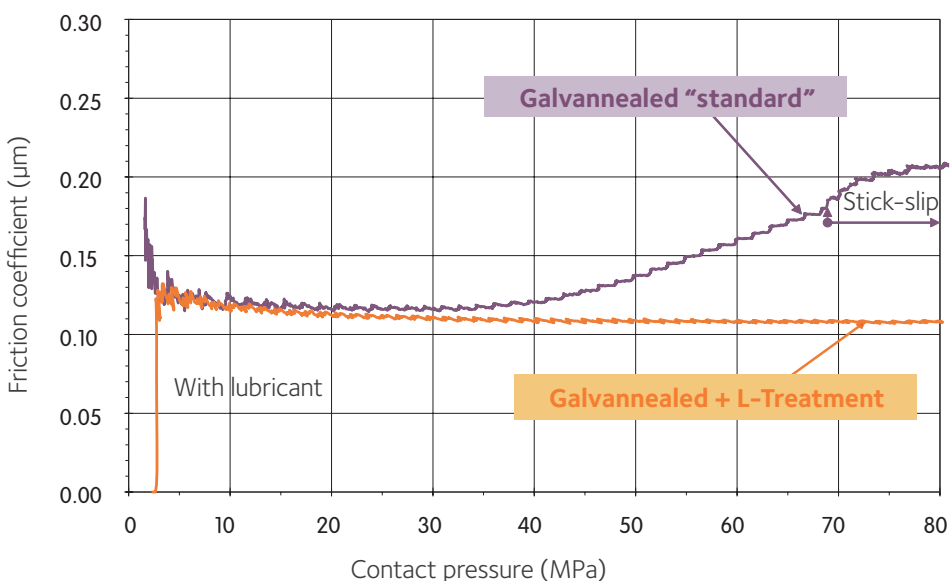
Extra value through specially developed surface treatment

ArcelorMittal has always aimed to offer high-tech products with the potential to generate cost savings for OEMs. That is why we have now developed a specific surface treatment for galvanized coatings designed to improve the stampability of the material. This new treatment, which has been named L-Treatment, has been developed for the European market in collaboration with Nippon Steel, who is a licensee.

Today, two ArcelorMittal mills are able to produce L-treated Galvanized on an industrial scale: Mardyck (France), with regular production and deliveries from 2005, and Eisenhüttenstadt (Germany).

L-Treatment clearly exhibits excellent friction properties, by lowering friction coefficients and reducing stick slip phenomena. As a consequence, significant cost savings have been demonstrated on an industrial scale, and a combination of benefits for difficult parts: dramatic reduction of scrap rate and/or repairs, reduction of tool cleaning operations and increased productivity.

In North America, ArcelorMittal already manufactures prephosphated Galvanized for the same purpose.



Further innovations

Galvanized coating for press hardening steel

In a challenging environment, where it is essential to meet vehicle weight reduction requirements and comply with ever higher safety standards, ArcelorMittal has developed new Very High Strength Steels which are now used by the automotive industry for hot stamping and press hardening. Following the impressive success of the classic Usibor® 1500P with AlSi coating, ArcelorMittal is now developing a zinc-iron coated boron steel which can be used both in well-established direct processes and in the indirect processes often used for parts with a difficult geometry.

Together with our development partners in the automotive industry, we have proved that it is possible to use the new product on existing production lines under industrial conditions. Numerous parts were produced for further analysis and detailed investigation of in-use properties, paintability and corrosion protection.

This innovation in the field of coatings for press hardening steel will contribute to the further expansion of our product portfolio through the addition of zinc-iron coatings which offer our clients three important advantages. They can be processed on existing production lines, they can be successfully used in combination with press hardening technology and they will provide an active galvanic protection, especially for customers who have eliminated waxing and sealing during car assembly.

Main advantages of galvanized coatings:

- Excellent paint adherence
- Improved spot welding performance
- Wide welding range (thanks to the presence of iron)
- Longer lifespan for electrodes
- Excellent corrosion protection
- High surface quality
- Highly recommended for various applications

New steel initiatives for a sustainable society



Steel will undoubtedly remain the major material for infrastructure capital goods, construction and transport. Demand will therefore be robust in the long term to keep up with global demographic and economic growth. It is therefore essential to step up the pace of implementing solutions for producing steel with a much reduced CO₂ footprint. Several initiatives have been taken over the past few years and several more are underway. Time for a short round-up.



On Thursday March 5 2009, GMB member Michel Wurth chaired the 6th meeting of the Steering Committee of the European Steel Technology Platform (ESTEP) in Brussels. The meeting focused on new steel initiatives for a sustainable society, including programmes in the fields of energy-efficient building and intelligent manufacturing. In addition, the European steel industry and its policy-making partners decided to proceed with the ULCOS (Ultra Low CO₂ Steelmaking) project under the name of ULCOS II.

The ULCOS II project: aiming at a major breakthrough

The reduction of CO₂, one of the main greenhouse gasses contributing to climate change, was the main driver behind the first ULCOS project, which ran from 2004 till 2010. It will also be the main driver for the new ULCOS II project, which is run by a consortium of 48 companies, universities and laboratories across Europe.

ArcelorMittal is proud to be one of the leading players in this programme aimed at reducing carbon emissions from steel-making by 30-70 percent by the year 2050.

More specifically, the ULCOS II project will attempt to cut CO₂ emissions of the blast furnace route by at least half in the long term. This is a continuation of the original ULCOS programme in which four breakthrough technologies were identified, the most advanced being Top Gas Recycling Blast Furnace (TGR-BF), which will be combined with Carbon Capture and underground Storage (CCS).

The concrete project presented in Brussels follows the conclusion of a Memorandum of Understanding between ArcelorMittal, Corus, ThyssenKrupp and other steel-makers about the joint development and industrialisation of the TGR-BF technology. It consists in setting up a pilot plant at ArcelorMittal Eisenhüttenstadt (Germany) during the 2010-2014 period to validate the TGR-BF concept in a mid-sized blast furnace.

In the second phase, an industrial demonstration project will be installed on a full industrial scale at ArcelorMittal Florange (France) in the course of 2011-2016, combined with a ground-breaking experiment to store captured carbon dioxide underground in the Lorraine region. The aim of this project is to demonstrate the technical and economic viability of both the TGR and CCS concepts, and to open the way to deployment of the technology within existing steelmaking facilities after 2020.

This unique project for the steel industry will require substantial investments (estimated cost for a demonstration project for one blast furnace: between € 300 and € 400 million) and carries a certain degree of risk. It will be successful and viable provided it receives significant funding from the European Union and national governments.

More effective processes today, new technologies tomorrow

At ArcelorMittal we are also working independently on a number of sustainable new products and processes. We have over 1 400 researchers in 15 different research centres across Europe, the USA, Canada and Brazil, and invested € 190 million in R&D in 2009. Much of that was devoted to reducing the environmental footprint of our production processes and to developing new environmentally friendly products such as "green" steels and lightweight advanced high strength steels and solutions to meet our customers' most stringent requirements.

For example, we are developing new forms of high-strength lightweight steel that can reduce car weight by 20-30 percent, which means they use less fuel and emit less CO₂ without compromising the safety of the passengers. Lightweight steels are also sustainable solutions in the construction market: for example, they enable larger spans for bridges and buildings, and provide high mechanical resistance performances while requiring fewer raw materials for

their construction. In another field, new steel surfaces have been developed which do not require the use of solvents by our customers. All our new products are now developed with energy and resource efficiency in mind.

We also try to help our customers improve their own environmental performance by developing new uses for steel. We are working on using advanced steel in electrical engines and rail transport, which will help reduce CO₂ emissions, and have a growing presence in wind turbines, greener construction materials, more fuel-efficient cars, and solar panels. For example, our plant in Gijón, Spain, supplies about 200 000 tonnes of steel plate for wind generators on an annual basis.

In the long term we may find answers to climate change in some of the breakthrough technologies we are already exploring, in partnership with some of the world's leading universities. The possibilities range from nano-materials (substances with extremely small particles), bio-mimetic materials (manmade substances that mimic natural ones), and meso architecture. Together with our clients, we have exciting times ahead of us.

Visit www.ulcos.org

The official ULCOS website offers a wealth of information on the steel industry's most advanced R&D programme and will allow interested parties to track its progress. The comprehensive website also includes detailed animations of the four process concepts that have been selected by ULCOS in view of their potential: Top Gas Recycling Blast Furnace, ISARNA, Advanced Direct Reduction and Electrolysis.



SteelUser proves a huge time saver

You told us it's great... and we keep making it even better

Since the beginning of 2009, SteelUser.com has been clocking up well over 100 000 hits per month from over 900 customers who have registered at ArcelorMittal's e-business platform. Many customers have taken the trouble to provide us with constructive feedback, which really helps us to make SteelUser.com better and better, as you can see from the recent updates of SteelUser.

SteelUser enables you to do business with us online. At any time of the day (or night) you can track your orders, download commercial documents, follow-up the treatment of your claims and even register new orders. Many customers consult the order follow-up screens on a daily basis to plan their logistics, thus making effective use of SteelUser.com to supplement their direct contacts with our Customer Service and commercial teams.

Polyglot, customisable and easy to learn

SteelUser is designed to be extremely user-friendly. A few hours' training is

sufficient to master all of its major functions and set out on an exploration of the platform's many features and possibilities. For ease of use, our Platform also offers a choice between English, French, German, Italian and Spanish, and various settings can be personalised according to your own preferences.

An ever-improving service

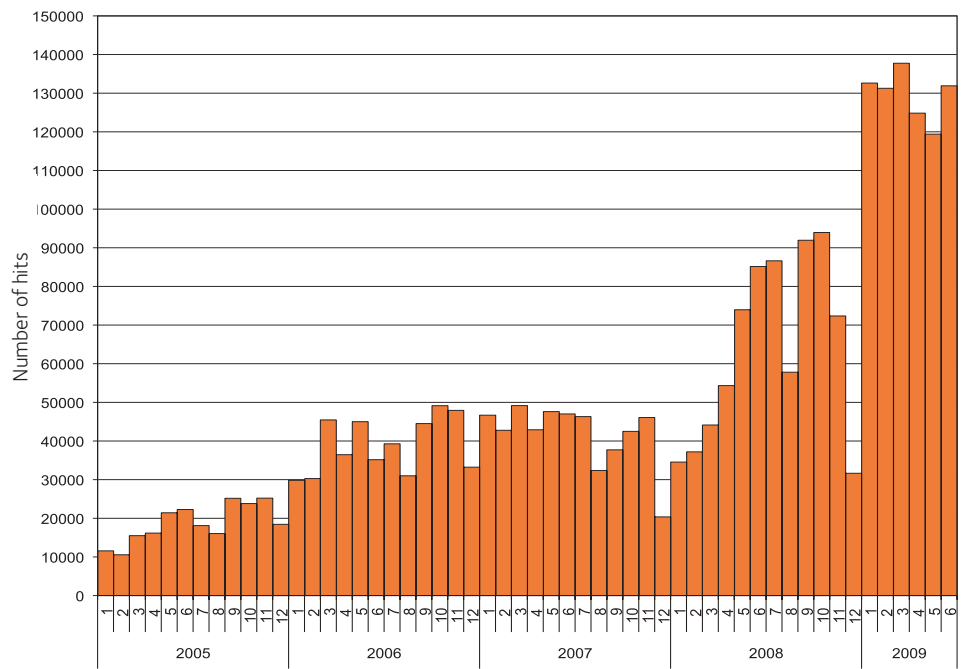
In the second half of 2008 as well as in 2009, ArcelorMittal has been working hard at improving and extending the functionality of SteelUser.com. Greatly improved data integration has resulted in better and considerably faster access to

information sourced from the mills. The SteelUser updates of June (9.3) and September 2009 (9.4) have brought additional improvements. Here two examples from the Order Entry:

- Non-fully configured sheets can be ordered via SteelUser
- Customers who make use of the CV< and Superior Delivery Punctuality services can now book their orders for these services directly via the SteelUser Order Entry

Even if you are not yet a registered user, you can get a sneak preview of SteelUser's essential functions. Simply go to the dedicated site www.arcelormittal.com/fce/steeluser/ to watch three interactive two-minute demo videos.

The increasing success rate of SteelUser



What customers tell us about SteelUser

Earlier in 2009 we interviewed some of the most active users of SteelUser.com. This is how they explain the success of SteelUser.

Mersteel

A Slovenian stockist

Since 2007, we have used SteelUser for order tracking and document retrieval several times per week. We greatly prefer online order status checking to sending e-mails. SteelUser enables us to check the production status proactively and ask for orders to be speeded up if we foresee problems. We also appreciate the fact that all commercial documents are stored in one database which is always accessible.

Florian Centrum

A Polish Steel Service Centre

We have used SteelUser on a daily basis for the last few months, mainly to retrieve delivery notes, invoices and quality certificates. SteelUser is a very helpful tool. Invoices are available immediately after they are issued and shipment follow-up information helps us to plan logistics. All information and documents related to our orders are available at one place, which is exactly how we want it. Special information windows provide information about the availability of new products. The possibility of searching for quality documents and delivery notes via coil numbers is a very handy feature. SteelUser meets our needs very well.

Target

A French distribution company

We started doing online business with ArcelorMittal in 2004, using the STEEL24-7 platform. In 2008 we switched to SteelUser for order follow-up, document retrieval (order acknowledgements and invoices) and order entry. We use the Platform several times a day. SteelUser provides rapid access to essential information and documents. It's a huge time saver.

Norsk Stal Tynnplater

A Norwegian Steel Service Centre

We started using SteelUser in 2007 and since then we have used the Order Follow-Up and Document Handling applications every day. The Order Follow-Up application offers quicker and more precise tracking of the order status than any other system. We follow the progress of the production and check to see if an order is ready for dispatch. We also find it very convenient to be able to print invoices, order confirmations and certificates whenever we need to.

ASD Metal Services

A British stockholder

18 months ago, we started using SteelUser after it was very convincingly promoted at the last Golf Day. We immediately began consulting the Order Follow-Up information and have been doing that daily ever since. The real time order update is another reason why we would recommend SteelUser to other customers. But we also appreciate the Document Handling feature because it is so useful to be able to print out documents without having to contact the commercial office.

C. Brown & Sons (Steel) Ltd.

A British stockholder

We have used SteelUser for about a year by now, mostly for Order Follow-Up and Document Handling. Since the order book is rather low, we are not using the Web Order Entry function so much at the moment. Order Follow-Up and Document Handling always provide us with instant answers 24/7, which is also the most important reason why we would recommend these features to other customers.

Recycling rate of 69% for steel packaging in Europe

On 18 March 2009 the World Steel Association and the European Association of Steel for Packaging (APEAL) proudly announced that steel recycling had reached an all-time high. Today, all over the world, 68% of all steel packaging is being recycled and that percentage is increasing year on year. Steel also has the highest recycling rate of all packaging materials. In addition to this, steel is the best in class for safety, protection and conservation, making it a top performer in terms of sustainability.

Higher steel packaging recycling rate equals a lower carbon footprint

By integrating recycled steel into the manufacturing process, the industry achieves global energy savings of 70% and lowers its output of CO₂ by 13 million tonnes per year. Put simply, when producing steel for packaging production, the higher the recycling rate, the lower the CO₂ emissions. This means that natural resources are saved for future generations and that energy use and CO₂ emissions are significantly reduced.

In Europe, over 2.5 million tonnes of food and drink cans along with other steel containers are recycled every year, which amounts to 69% of the yearly volume of packaging steel used in the EU. This alone

reduces European CO₂ emissions by 4.8 million tonnes a year.

These figures clearly demonstrate that the steel industry is very serious about improving its environmental performance. According to APEAL, CO₂ emissions per tonne of crude iron have been reduced by 50% over the past 40 years. Recycling gives steel a huge advantage in terms of sustainability.

The advantage of choosing steel

Apart from its recyclability, steel also offers trusted safety and convenience for the packaging industry. Steel packaging provides 100% protection from light, water and air. And no other packaging material can match the strength of steel. Its total

barrier properties are exceptional as well. Food packed in steel has the advantage of conserving a vitamin content virtually identical to that of freshly prepared equivalents, without the need for additives and preserving agents. This adds yet another important nutritional reason for brand owners to support a sustainable future by choosing steel packaging.

The steel packaging industry has been constantly improving steel cans to respond better to the increasingly demanding food, beverage or industrial markets. Convenience, appeal, weight reductions and increased product protection have been major concerns in our efforts to make steel packaging more attractive to both brand owners and consumers.



One of ArcelorMittal Packaging's developments is a special steel that allows cans to be expanded up to 30%. This is now in use for aerosols and syrup containers. CreaSteel also offers brand owners scope to differentiate their products by presenting them in innovative, microwaveable packagings with attractive shapes to attract consumers.

