

## **Sustainability, a top topic for the brewing industry**

### **SCHÄFER Container Systems hosts a round table discussion at the International Beer Strategies Conference**

**Neunkirchen, 6 June 2019. Sustainability is among the most important issues for start-ups, managing directors and executives in the brewing industry. That's the conclusion drawn from a round table discussion hosted by SCHÄFER Container Systems. Attending the International Beer Strategies Conference in Dublin, the German manufacturer of reusable container systems for beverages (KEGs) issued a general invitation to participate in the discussion.**

The round table participants included brands, such as Krombacher, Stiegl and representatives from the disposable packaging sector. The topics on the agenda resulting in the liveliest discussion were sustainability, followed by regionality. It also emerged that in principle, no one really questioned the shift in the packaging mix towards more reusable containers. New technologies were rated as important by many participants, though not as important as the basic function of packing in general.

In its function as a trade and also in a series of lectures and events, the International Beer Strategies Conference, from May 7<sup>th</sup> to May 9<sup>th</sup>, addressed all important issues currently facing the brewing industry. In its role as one of the sponsors, SCHÄFER Container Systems hosted a round table. To begin with, a list of 10 topics was circulated in order to give the around 20 participants the opportunity to discuss issues relevant to the industry.

"The active participation in the round table clearly showed just how deeply the subjects of sustainability and regionality have currently taken root in companies. As a leading innovator in the field of reusable container systems, we regularly seek opportunities for open exchange with international players on the market and other interest groups. And because we are also a packaging manufacturer, we feel it is our duty to identify trends and needs at an early stage and also to initiate them ourselves," says Guido Klinkhammer, Business Unit Sales Director at SCHÄFER Container Systems.

#### **About SCHÄFER Container Systems ([www.schaefer-container-systems.com](http://www.schaefer-container-systems.com)):**

SCHÄFER Container Systems, an innovative manufacturer of high-quality container systems (KEGs) for beverages and of IBCs and special stainless steel containers for liquids, solids and granulates, is part of the internationally successful SCHÄFER WERKE.

This owner-led enterprise is headquartered in Neunkirchen in Germany's Siegerland region and operates globally with diversified business areas: EMW Steel Service Centre, perforated sheets, standard and special containers in stainless steel and installations for data centres, workshops and factories. The work of all divisions is based on high-quality fine steel sheet. The processing of this material is one of the core competencies of this enterprise.

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