

# International Stainless Steel Forum



## Media Release

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### **“Stainless Steel - Recycled for Lasting Value” Wins Sustainable Business Film Award**

*Brussels, 3 June 2009. The video, “Stainless Steel - Recycled for Lasting Value” has received the Sustainable Business film award at the 2009 Festival van de Bedrijfsfilm (Corporate Film Festival) in Antwerp, Belgium. In less than four minutes, it demonstrates how stainless steels’ durability and recyclability make this material a sustainable choice. Stainless is a champion of recycling, with nearly 90% of end-of-life stainless steel being collected and recycled into new stainless steel – without loss of quality.*

The Festival, which celebrates its tenth anniversary this year, is conducted by the Department of Communication at the Plantijn Technical University (Hogeschool) Antwerp. The Team Stainless video was shortlisted in the Sustainable Business category at the beginning of May. The award was announced during a ceremony on 28 May at the Provincial House of Antwerp.

The video was created by Brussels-based production house Sovifo ([www.sovifo.com](http://www.sovifo.com)). The video is the last in a series of three. The other ones also demonstrate the alloying and self-repairing properties of stainless steel. All the three videos can be viewed, among others, on the website <http://www.worldstainless.org/About+stainless/videos/>.

*Source: International Stainless Steel Forum (ISSF)*

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#### **Notes to editors:**

Team Stainless is an informal network of development associations for stainless steel, chromium, nickel and molybdenum. Its members include: Euro-Inox, the International Chromium Development Association (ICDA), the International Molybdenum Association (IMOA), the International Stainless Steel Forum (ISSF), and the Nickel Institute ([www.teamstainless.org](http://www.teamstainless.org)).

The International Stainless Steel Forum (ISSF) is a non-profit research organisation, which serves as the world forum on various aspects of the international stainless steel industry.

Founded in 1996, ISSF is based in Brussels, Belgium.

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