



**Press Contact**

Susan R. Nauman

Tel: 410.544.0385

[snauman@industrialpackaging.org](mailto:snauman@industrialpackaging.org)

<http://www.whysteeldrums.org>

**FOR IMMEDIATE RELEASE**

## **Industrial Steel Drum Institute Highlights Cost, Sustainability of Steel Drums in New Video**

**SEVERNA PARK, Md. (Feb. 20, 2014)** –Today, the Industrial Steel Drum Institute (ISDI) unveiled a new video focusing on the cost effectiveness and sustainability of steel drums. The brief video provides an overview of the drum production process, highlighting the built-in economic and environmental considerations through an interview with several well-known steel drum manufacturers.

“This video eloquently describes the incredible benefits built into steel drums,” noted Kyle R. Stavig, chairman of ISDI and CEO of Myers Container LLC and General Steel Drum LLC. “Because steel drums can be reconditioned and recycled, they enable a sustainable product lifecycle that provides great value to users of steel drums. It lowers costs, especially in the area of back-end savings.”

James E. Beardsley, Chairman and CEO of North Coast Container Corp., and his manufacturing facility in Cleveland, Ohio, are featured in the video. Beardsley remarked, “The steel drum is a lower-cost type unit. Basically, you’re getting 55 gallons of material and the cost of doing so is much less than other container types, say an IBC or plastic drum.”

The video is now featured on the homepage of [www.whysteeldrums.org](http://www.whysteeldrums.org), as well as the organization’s [YouTube page](#). To learn more about the economic and environmental benefits of steel drums, visit <http://whysteeldrums.org/why-steel-drums/sustainability/>.

***About the Industrial Steel Drum Institute (ISDI)***

*ISDI, formerly known as the Steel Shipping Container Institute, represents the industry before federal agencies and the U.S. Congress, acts as liaison with other industry groups and individual corporations, and plays an active role with international organizations, including the U.N. Committee of Experts on the Transport of Dangerous Goods. ISDI’s mission is to promote the common interests of its members through government relations, technical research, education and information exchange, media relations, and generic marketing programs. For more information, visit <http://www.whysteeldrums.org>.*