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# HOLOGRAPHICS STOP COUNTERFEITING OVERNIGHT



# AEROSOL CANS SHAPE UP

**S**ince the introduction of beading and blow forming techniques for steel aerosols to produce shapes, for which today there are virtually no limits, packaging designers have established new horizons and new opportunity for the creation of 'ground breaking' designs.

## ***The proof of success is in the shaping***

The pioneers in new profiles for steel aerosol cans in Europe, CROWN and USC Europe (the latter acquired by Impress on 1st September 2006) have introduced a number of exciting new designs in the last few years in an effort to change the image of conventional aerosol cans and obtain an up-market identity for the introduction of new brands to the market.

The two currently most used technologies are mechanical beading and blow forming. Mechanical beading is obtained using two mandrels; the internal mandrel includes the female tool and by moving inwards and rotating the external male tool, one can achieve various bead profiles. This technology has been used for many years in the food can industry to give added body strength but has only recently been introduced to the aerosol can market.

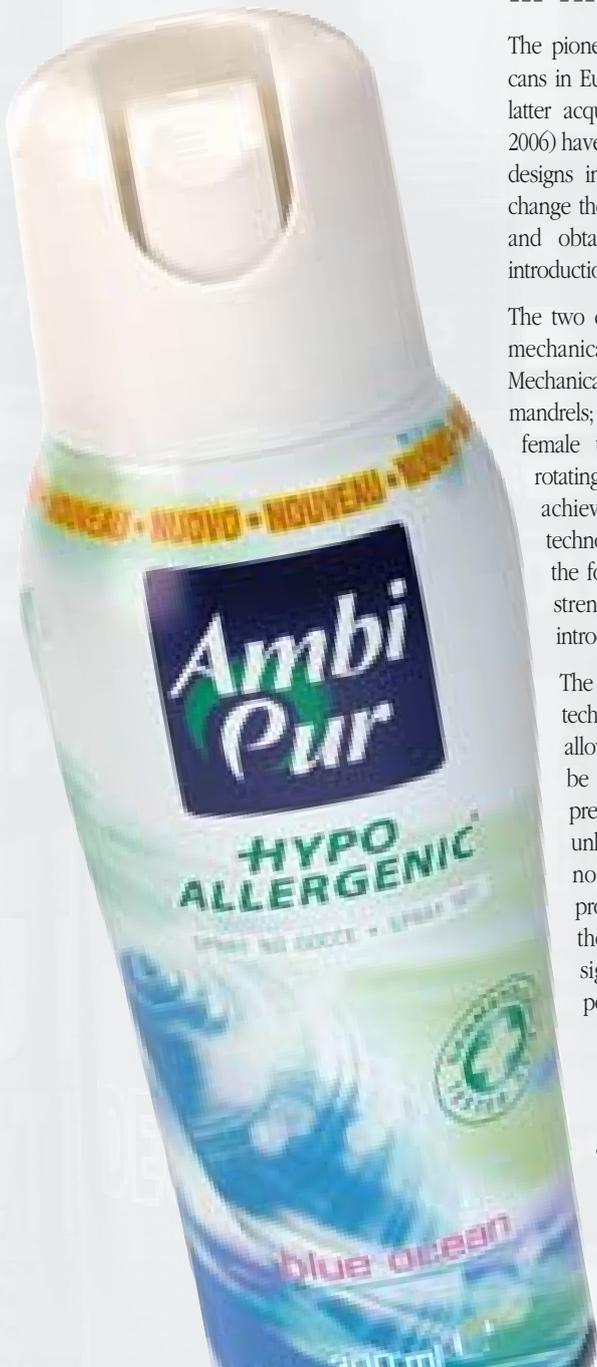
The blow forming process is a significant technological achievement in shaping. It allows full body, asymmetrical shapes to be realized, and because only high pressure air is used during the process, unlike other shaping techniques, there is no risk of damage to the internal protection of the can. Combined with the use of specific steel qualities, significant volumetric expansion is possible allowing almost limitless shape



***Created to commemorate the 50th anniversary of WD-40® lubricant, the innovative aerosol container is contoured in a comfortable, easy-to-grip shape, with highly recognizable yellow shield embossed on the can, creating a unique 3D aspect (Crown Holdings).***

potential whilst still maintaining the desired pressure performance of the containers. Finally, distortion printing is one process utilized to ensure the external design is registered perfectly to the can shape.

***Sara Lee has introduced a particularly attractive customised shaped aerosol in Italy and France for its international air freshness brand "Ambi Pur" (USC Europe/Impress).***





*Original bead design for Carrefour aerosol air freshener (USC Europe/Impress).*

## Getting a grip on design

With the help of ingenious designers, ergonomic and modern decorative designs have been successfully introduced to the market and are getting a warm welcome by consumers.

It was almost two years ago when Carrefour successfully launched an aesthetic aerosol can on the French market, featuring an original bead design, increasing sales by 40%. Chantal Sandoz, Packaging Development Manager of Carrefour Paris commenting on the success of shaping said, “The modern design of metal containers over the last few years has had a considerable influence on brand owners and their choice of

packaging. Designers and retailers in virtually all product segments including food, beverage, speciality and industrial packaging, are convinced of its potential, based on its successful market results and consumer preference.”

Guilbert Express, a French specialist in compact gas canisters for welding has recently introduced a complete range of aerosol products used for packaging grease, silicone, penetrating oil and galvanising products for the professional and do-it-yourself market. The beaded design is both attractive and ergonomic for the convenient handling of greasy products. Olivier Noël of Express said that he was very excited about the new packaging concept. “At the same time as being practical, the new beaded presentation using steel is original and offers added consumer appeal”.



*The beaded design of the aerosol is both attractive and ergonomic for the convenient handling of greasy products (USC Europe /Impress).*

*Aerosols*

# AEROSOL CANS SHAPE UP

## **Blowing the Top off Design**

The anticipated market success of shaped aerosols using the blow moulding technology is stimulating distributors and their design studios to create upmarket fashionable packaging for cosmetics.

Quadrimech was one of the precursors of shaped aerosols when they launched the air freshener "l'Arbre Vert" in a pear shaped aerosol. Subsequent to this remarkable success, Tesco in

the U.K. replaced the plastic packaging for their "Skin Wisdom" range of shaving gels with a similar oval steel design, which was an immediate sell-out. The trend continued in Spain with a pear shaped "Giorgi" hair spray and "Ambiance d'Ailleurs", a home fragrance introduced to the French market by Brunel branded products.

The "Microcosm" designs were created by USC Europe/Impress in their design centre, which was established to offer an added value, "in house", service to their customers. This design was used by Christian Lay and Egox for their deodorant in Spain, and new USC Europe/Impress concepts have followed with the creation of "Slim 1" and "Slim 2".

More recently, Sara Lee has introduced a particularly attractive customised shaped aerosol in Italy and France for their international air freshness brand "Ambi Pur". Alejandro Lorente Marketing Manager of Sara Lee commented recently, "More and more creative shapes in steel are attracting the interest of the cosmetic industry and together with the trendy metallic appearance of transparent designs, steel offers an added value in modern aerosol decoration which will without doubt capture the attention of the consumer."

"The key to success is the personalisation of packaging concepts to obtain brand recognition", Jean Gapihan R&D Manager USC Europe/Impress said recently. "We have invested

**New concept "Slim 2"  
(USC Europe/Impress).**



**Innovative easy to grip shaped aerosol for King Tyre Inflator (Crown Aerosols Europe).**



heavily in the development of shaping technology and have a number of exclusive 'up-market' steel designs in the pipe-line which I'm sure will be greatly appreciated by customers and retailers".

John Bigley, Operations Director Europe of USC Europe/Impress, added: "The added-value focus of USC Europe/Impress, through innovation, is complimentary to its mass-production philosophy and will be a critical issue in future marketing design strategy and the brand image of its customers."

**Microcosm design used for Egox deodorant in Spain (USC Europe/Impress).**





## ***In Good Shape for the World Cup***

As a World Cup promotion, Gillette Brand launched a unique shaped aerosol for their limited edition of “Mach 3™” shaving range of products. The original shaped aerosol designs were developed by CROWN Holdings following their success with the MPMA Can of the year “King Tyre Inflator” using a proprietary high pressure air blow forming process, to obtain exclusive ‘one of a kind’ designs.

Gillette Brand, who were official sponsors of the FIFA World Cup Soccer Competition, chose a football design for the promotion, enhanced with high quality printing. The unique shape also makes the can easy to grip.

Distinctive shaped aerosols have had an extremely successful market introduction, positioning brands as leaders in a highly competitive market.

Lee Bradley, Business Development Manager at CROWN Aerosols Europe, said recently: “The flexibility

and elongation capabilities of steel have been a major factor in achieving these winning designs with exceptional consumer appeal, to the point where major investments are being considered to meet the increasing demand. The shaping of steel aerosols is really booming with an impressive list of new customised projects elaborated today for a variety of customers that seek the added value of these new designs. This has been achieved in collaboration with CROWN’s experienced Team in their European R&D Centre at Wantage U.K.”

It is evident that the introduction of shaped aerosols will continue to have a major impact on the sales growth of aerosol containers in Europe. Without doubt, innovative canmaking technology and the quality of steel has played a significant role in the creation of these new designs, and offers considerable scope for future development.

**The shape of things to come looks extremely bright and clearly the future European aerosol business will look very different to what it does today.**

***Unique football shaped design for Gillette Brand’s deodorant (Crown Aerosols Europe).***



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# HOLOGRAPHICS STOP COUNTERFEITING OVERNIGHT

**I**n the world fight against counterfeiting, illegally making copies of valuable cans, Protact® Holographic has proven to be a new important weapon. In the Middle East, SKF, the leading global supplier of bearings and seals discovered that illegal copies had been made of its cans of high performance grease. Inferior lower grade grease was being substituted and this was having a detrimental effect upon its sales and reputation as well as proving a potentially costly, even dangerous, problem for those who bought the sub-standard grease.

correct grease is used for efficient and correct lubrication practices,” explains Robert McConnachie, Global Sales and Marketing Manager for SKF’s Maintenance Products Division.

“The Middle East, particularly Saudi Arabia and United Arab Emirates, is a very important and valuable market for one of our types of grease in particular. It is used in the axles and wheel bearings of the big trucks that travel long distances in tough conditions across the desert. We are talking large amounts of grease.”

## Value products

Technologically advanced greases are essential for the lubrication of high performance machinery and vehicles. SKF lubricants have special formulations and specific qualities for their intended purposes and many of them are valuable products that contribute to optimum efficiency.

“SKF is very thorough when it comes to recommending bearing grease and we take great care to ensure the

## Counterfeit cans

“Late in 2004 and early 2005 we started to see counterfeit cans appearing. An exact copy had been made of our can – but we realised one or two things were not just right about it. We did an analysis of the grease and found it wasn’t our grease inside.”

“We discovered our distributors had been approached by very clever counterfeiters. They started by offering samples which were in fact bona fide cans of our product! Then after the distributors had placed an order, they eventually realised they were being supplied with fake grease.”

“The counterfeiters had devised a scam to sell low grade, inferior grease not suitable for the stringent demands that would be placed upon it. With grease it is often difficult to know that there is an issue. Not until there are early failures does it become apparent that there is a real problem.”

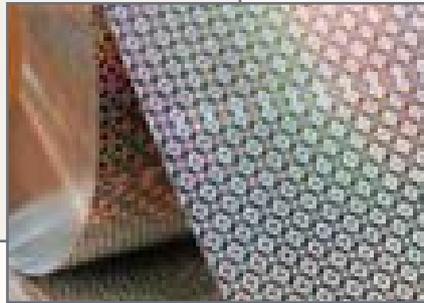
## High quality required

“Of course, this is also very hazardous. If one of these big trucks had a wheel bearing seize, it would be extremely dangerous. And what the truck operators don’t want is a breakdown half-way across the desert!”



## ABOUT PROTECT® HOLOGRAPHIC

Protect® Holographic is a combination of high quality PET film that is heat sealed to an ECCS substrate. The film layer carries a technically advanced micro-embossed aluminised resin that captures the holographic images. Corus Packaging Plus can offer over 50 standard patterns, plus technical design support to help create a personalised pattern, incorporating text, logos, pictures and short animations.



“In our product range this is the only area of counterfeiting we’ve come across and it’s a high volume product. Using Protect® Holographic has certainly worked this time around and if something happened again in the future then I’m sure we’d look at it again”.

In the production of Protect® Holographic cans for SKF, Corus worked closely with CFC International, a worldwide specialty coated film company that designs, manufactures and markets chemically complex, multi-layer, transferable coatings, laminates and sophisticated holographic technologies. These innovative coatings and holographic products are not only decorative in nature, but also provide invisible, value-added functionality

such as industry-leading abrasion and chemical resistance, as well as offering new levels of product identification.

“The difficulty we faced was the attractiveness of the cheap grease. The price difference was so great. They were offering their cans for a significantly lower price than SKF. That created a big problem in the market for us.”

“That’s when we thought about doing something on the packaging that would be very difficult to counterfeit. The counterfeiters had made a really good job with the can – they made a couple of spelling errors in foreign languages and even copied the same misspelling as us! Even for us it was very difficult to spot the difference between the fake can and the real can. It was really high quality.”

“Last year I was at the Corus presentation about its products and applications including holographic material. When I heard this was very special for tinplate and there would be no-one else besides Corus who would be able to produce this material in the near future, I took up the idea with SKF,” he adds.

## Hologram design with SKF company logo

“We liked that idea from our supplier that through Corus we could put a hologram on the bottom of the can,” says Robert McConnachie, “And we worked with Crown and Corus to create a hologram design with our SKF company logo on it.”



“When we realised it would be very difficult for a counterfeiter to create the same hologram security, the concept was even more attractive. There aren’t that many companies around the world who can do what Corus has done by putting this hologram on the bottom of the can. There was of course a cost to us – the can is more expensive but it was well worth the additional cost to protect our sales.”

## Overnight effect

“Virtually overnight it killed the sales of the counterfeit grease. We went out with a marketing campaign which said if the hologram wasn’t on the bottom of the can, then it wasn’t SKF grease. And that’s when the problem started for the counterfeiters,” says Robert McConnachie.

## Corus presentation



The solution to the counterfeiting problem developed from a presentation about Corus products, including Protect® Holographic, which had been made to Omer De Belie, Sales Development Manager of Crown Speciality Packaging, Antwerp, who has been involved in the supply of cans to SKF for more than 20 years.

“Until then we had considered various potential options like embossing on the bottom of the can or putting special texts on the lid but even these were not considered effective enough, and we even considered alternative, more complex designs of cans to put a stop to the forgers,” says Omer De Belie.

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*Interview with an expert*

# MAXIMISING THE POTENTIAL OF STEEL PACKAGING

INTERVIEW WITH THOMAS REINER, MANAGING DIRECTOR, BERNDT & PARTNER GMBH, BERLIN

**In the scope of its activities, Berndt & Partners, Packaging Consultancy and Design Agency, is familiar with a whole range of packaging materials. Steel is regularly one of the packaging options available to brand owners to fulfil their packaging needs. Managing Director, Thomas Reiner is well placed to compare the pros and cons of steel as a packaging medium.**



**Thomas Reiner, Managing Director, Berndt & Partner GmbH, Berlin.**

When asked about the strengths of steel packaging, Thomas Reiner is very clear: 'In terms of efficiency and cost, steel packaging is unbeatable in the mass markets where it is now present. Without doubt, it has been optimised throughout the supply chain and as such it has set the standard in many companies. Moreover, a well-designed and well-printed steel can is incomparably beautiful and attractive to the consumer, and there are a lot of good examples in many countries all over the world. And of course its unparalleled safety record in terms of leakage and spoilage of contents earns steel cans a high score in functionality as well'.

## **Maximising opportunities**

In spite of the huge merits of steel packaging, Thomas Reiner still sees considerable potential for improvement, giving it the capacity to conquer new markets or regain lost ones.

Thomas Reiner: "We regularly find opportunities for steel packaging when we are working on certain projects. For instance, in market segments where there is currently a large degree of uniformity in brand positioning by the choice of one particular packaging material, steel packaging certainly has a good opportunity".

## **Reaction speed and easy entry**

"However, to capitalise on these opportunities, the steel packaging industry needs to be more flexible. You have to offer the brand owners an easy entry, and currently the steel industry is lacking in this respect. So it is often not so much a question of trends to which the steel packaging industry would have to react but more a question of how to use steel packaging to create product and brand identities and to obtain a certain product positioning."

"It all starts with reaction speed and easy entry. The industry needs to act as a real partner for the initial supply of prototypes, then small series of packages and full production quantities later on. I see that currently in this area there is a gap within the steel packaging industry which needs to be filled. Product cycles are becoming shorter and the variety of products is exploding. We should not just defend our mass markets, we have to conquer new market segments. We will not conquer these instantly by substituting other packaging materials completely in some market segments. We will have to build up new markets ourselves, and that always starts on a small scale."

"For many years our co-operation with the German steel manufacturer Rasselstein has been very positive. I must say that the way this company tries to tackle these issues also by supporting canmakers, their customers, partly with our help, is quite a good example in this context".

Thomas Reiner points out the risks of an approach which is too technical and efficiency-driven, an approach that has been sometimes predominant in the past. 'Now and then I think some companies are living in a forced marriage with cylindrical cans; so much money was invested in filling capacity that they think they cannot move to other steel packaging

# BERNDT & PARTNER

## THE EXPERTISE OF BERNDT & PARTNER

Prof. Dieter Berndt founded the packaging consultancy Berndt & Partner in 1992. The consultancy provides extensive consulting services to the packaging industry and in particular to brand owners, the packaging users. The company specialises exclusively in packaging and in that sense it is unique in Germany. It comprises of a 'Packaging Consultancy' business unit and a 'Packaging Creativity' business unit. The term 'creality' expresses the combined objective of creativity and reality. The consultancy employs a team of 15 specialists, but based on market needs, an expansion to approximately 25 people within the next three years is foreseen. This is essential to meet the needs of the ever growing customer base consisting of major international brand owners such as BASF, Bayer, Effem/Mars, Kellogg, Kraft Foods, Carl Kühne, Lever Fabergé, Nestlé, Boehringer Ingelheim, Schering, Siemens, Procter & Gamble etc.



solutions. That is dangerous in fast moving consumer goods as nowadays consumers are less loyal to old products. Therefore the saying 'If technology becomes master, we shall reach disaster much faster' is true in this context.'



## Under-exploited potential in steel packaging

"There is certainly an enormous potential in using the emotional values of packaging. If you use packaging to generate a higher value for a consumer then you can capitalise on that, it is as simple as that. There are enough convincing examples of where brand owners have seen a significant boost in their sales following the introduction of a new package specifically designed to respond better

become a valuable asset as well. "Convenience is all about easy opening, can sizes, easy stacking. It is clear there is further room for progress in terms of easy open ends with pull tabs. Peel & seam easy opening ends are more consumer-friendly but they are not yet an economical solution."

"All in all I am quite confident that steel packaging has a wealth of merits and has a bright perspective to gain further market share. But we will have to work hard on it, that is for sure".

**Examples of steel packaging prototypes allowing to create product and brand identities (Berndt & Partner GmbH / Rasselstein).**

## Multi-sensory packaging strategy

Thomas Reiner points out the hidden and under-exploited potential of steel packaging.

"More than 40 % of the top-100 brands in the world have a multi-sensory packaging strategy. They know that the product has to look good, but this is no longer enough. Intuitively consumers want other senses like hearing and touch to be satisfied at the same time. A perfect example is in the opening of a cold beverage can; the consumer appreciates the attractive can design, feels the cold can body and hears the opening noise when the tab is pulled. It's not the same when you open a plastic bottle. And more and more brand owners decide about their packaging choice on the basis of consumer research in which multi-sensory testing plays an important role. They realise that classic promotion instruments like advertising have less and less impact and that packaging gives them powerful opportunities to communicate with consumers on various levels".



to consumers needs. And talking about technical possibilities, as you know, cans have an enormous repertoire of features which could be exploited: for example widgets, fluorescent inks, velvet-like touch, thermo-active inks, holographic printing and much more".

Thomas Reiner believes that the steel packaging industry has the capacity to optimise the way it responds to the consumer's cry for increased convenience. This could

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*Innovation*

# BRANDS MEET STEEL

## COMMUNICATIONS CONCEPT GIVES NEW IMPETUS TO THE PACKAGING MARKET

**T**he idea was generated by the Innovation Centre of German steel producer Rasselstein GmbH in Andernach. In 2001, a market study undertaken at the Innovation Centre highlighted that far too few innovative product ideas originating from canmakers and brand owners were being brought on the market. In the same year, Düsseldorf based MO&O, an advertising agency at home both in the world of brands as well as in product design, entered the picture.

Together they developed a marketing dialogue concept to appeal to international food companies as well as middle-sized, traditional companies, or small, fine specialist companies of national importance. The main aim is to bring more steel packaging on to the market and to bring the positive image of the can to the forefront of the minds of marketing and brand managers of the various companies.



The impetus comes from two directions:-

1. new steel technology and new packaging shapes, and
2. new product ideas with effective names and designs orientated to the specific target groups.

The first results of the initiative were already presented during Interpack 2002, under the motto 'Brands meet steel'.

The way of working for this initiative is now well established. As a first step, in preparation for a visit to a brand manufacturer, Jochen Lohscheidt, Head of the Rasselstein Innovation Centre, and his team, together with Jochen Meyer, specialist in brands and markets from MO&O, undertake a study of the food segments concerned.



**Jochen Meyer, Founder and Managing Director, MO&O**





## GET ONE: SUCCESSFUL BUSINESS CASE OF “DIFFERENT THINKING”

In their recent book on innovative business approaches, “lateral thinkers” Anja Förster and Peter Kreuz have analysed over 200 extremely successful companies, where “different thinking” fostered fundamental business successes. Amongst the many examples, the authors have featured the German company Spreewaldhof, which successfully applied the “Brand meets steel” concept. The company, which grows and distributes gherkins, experienced a stagnating market, their product suffering from a traditional and old-fashioned image, particularly amongst younger consumers. As a solution, the company put one single, large gherkin in a small steel container and advertised it as a low-calorie snack for in-between meals. The “Get One” can is now being sold at petrol stations, supermarkets, discotheques and sports clubs – for 1,50 to 2,20 euros ! The recipe for success : a packaging which differs from the norm and is the principal selling argument.



Afterwards the creative team from the agency is briefed and the newly developed products are tested on their current market relevance during an internal meeting in preparation for the presentation to the brand owner.

To raise the interest of the respective decision-makers and to engage in sound discussion on potential for success, all persons involved must have had a good look at the corresponding product worlds, the brands and companies. Visible trends, yes; unrealistic dreams: no.

The main criteria for possible success on the market always depends on variable consumer needs. These include evolving eating habits, convenience aspects, mobility, lack of time or versatility for single households.

Today ‘Brands meet steel’ can be counted amongst the success stories of the packaging sector. Not only within Germany, but increasingly on the European markets.

The presentations, which are regularly developed by Rasselstein and MO&O, are more and more goal focused. And the results are clear. On the one hand, a major canmaker has integrated the concept in his own presentation of ideas, and on the other hand, there has been numerous positive feedback from fillers. In the meantime, other new products have of course come on to the market, more or less similar to the ideas which have been presented. Whether this is chance or not, is not important for those at Rasselstein who are behind the initiative. What is important is that the world of steel for packaging continues to turn and that the effect of ‘Brands meet steel’ is felt positively by all partners involved.



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*Steel Packaging Gallery*



# INSPIRING STEEL PACKAGING SOLUTIONS

[www.steelforpackaging.org](http://www.steelforpackaging.org)

## SHAPELY CANS FOR CANOLA COOKING OIL



The new expanded steel can by Brazil's Companhia Brasileira de Latas has a 500ml retractile plastic closure and ergonomic shape. All these characteristics add value to the product and give consumers the perception of modernity and functionality. During the first week of sales, retailer Pão de Açúcar achieved the sales volume they had predicted for three months. Pão de Açúcar wanted to offer their single customers a practical and smaller package for its private label vegetable oils made of canola, corn, soya bean and sunflower. These packages have received four awards - the Embanews 2006 for Food Package; the Cans of the Year Awards 2005 - Bronze for 3-piece Food Cans; World Star 2005 and Ilacad 2005 Mexico for Private Label.



## MILK CHURN FOR BABY MILK POWDER



Nestlé have recently launched a shaped steel can resembling an old milk churn for the Ninho brand of milk powder. Produced by CBL, the cans feature a peelable membrane guaranteeing the product's integrity, together with a plastic overcap. The can has four different labels for collectors. Originally intended as a limited edition, promotional package, the new shape with coloured lithography proved so successful that it has now replaced the standard round can for the Ninho brand.

## EASY OPEN LID DOWN UNDER



Australian company G'Day Gourmet has launched its tuna and salmon in the US in a deep drawn can with easy-open end developed by VisyPak, Australia. The DRD can was chosen because of its smooth lines and ease of handling. The print is designed to cover the base area and a portion of the side of the can so that when the label is applied it visually flows into the base colour. This allows one base to be used for many labels. The can's litho graphics depict the Sydney opera house and the various flavours of the products. The size and shape of the can together with the Easy Open End give the consumer a portable package that can be used and consumed either in or out of home. Mark Niemiec, President of G'Day Gourmet: 'We have chosen this can specifically to answer consumers need for healthy, convenient choices for their family'.





## HEINEKEN RELEASES STEEL MINI-KEG



Heineken have released a steel mini-keg designed for home use, made of steel. Rather than using a standard gravity-feed method of dispensing, the Heineken keg comes with easy-to-use click-on mini tap components. The beer lasts up to 30 days after opening and releases a constant one bar of carbon dioxide carbonated pressure for prolonged crispness.



## THORNTONS PREMIUM CHOCOLATE BOX FOR MEN



Thorntons is targeting male chocoholics with a premium gifting set of chocolates called 'Origins'. Packaged in an embossed gifting tin produced by Crown Speciality Packaging, 'Origins' contains chocolate tablets from five different regions around the world – Java, Papua New Guinea, São Tome, Tanzania and Santo Domingo – as well as other chocolate confectionery, such as pralines and truffles, inspired by those regions. The tin also contains a map and a booklet with tasting notes and the history of the chocolate. This is a highly premium product that embodies the Master Chocolatier's finest skill and craft, whilst encouraging an understanding and appreciation of chocolate and its history, in an ideal male gift format.



## AUSTRALIA EMBRACES WAISTED CAN



The Australian paint manufacturer, Orica Pty Ltd has introduced Cabot's Cabothane clear polyurethane woodcare coating in waisted cans from Impress. This is the first time the waisted can, which is already available in the UK, Germany, France, Italy, Poland and Hungary, has been introduced in the Australian market. It is produced by post manufacture forming and is ideally suited to the many small production runs, typical of a paint brand, according to Impress. Called Cabothane, the brand is now packed in 600ml waisted cans and according to Lisa Madigan, Marketing Manager for Orica Woodcare, its visual appeal and easy to hold design have already attracted good consumer and retailer feedback.

## INSPIRING STEEL PACKAGING SOLUTIONS

*Would you like to know more about all these steel packaging solutions?*

*Please visit:*

[www.steelforpackaging.org](http://www.steelforpackaging.org)

# INNOVATIVE PAINT CANS BRING ADDED CONSUMER CONVENIENCE

**P**roduct integrity, safety and efficiency are vital for the industrial and paint packaging market. The strength and rigidity of steel makes it the material of choice for these products, as it offers safety and robustness in handling, filling, distribution and use in the home. Research reveals that the most important properties of a paint packaging for the consumer are related to quality and convenience. The packaging has to keep the paint in good condition, must be easy to open and to re-close, convenient to use and store.

There has been a strong consolidation of paint producers and large retail groups with home improvement and hardware stores, and this has played an important role in the marketing of do-it-yourself paints. The well-known paint brands are increasingly using packaging as a means of differentiating their products on the shelves, at the same time as providing more convenience for the consumer. The leading European producers of steel paint cans like Impress, Crown and Huber Verpackungen have responded to these changes with the development of a series of innovative paint can solutions.

## THE NEW IMPRESS WAY OF THINKING ABOUT PAINT CANS

In the last few years, Impress has hit the press with a number of striking paint can innovations, including a new packaging for the Veltia range from Italian paint producer MaxMeyer (now part of the Materis Group). This new can's outstanding feature is its "Ultramatt" finish, which consumers find extremely attractive. In France, Leroy Merlin have introduced paint cans with an innovative lid featuring the Topfass® closing system that combines elegant packaging with ease of use. Recently Impress announced the introduction of two other opening and re-closing systems that are very promising, namely the Peel and Paint™ system and the Tic Tac™ system.

Jérôme Chevillotte, Business Unit Manager DPF at Impress Specialities Division, explains how Impress undertakes to respond to consumer needs in the paint market segment. 'The paint market has changed considerably in the last few years. Paint producers used to pump as many tonnes of paint as possible into the supply chain. Today the market has become much more competitive, due to the introduction of private label brands like Homebase in the UK, Leroy Merlin and Castorama in France, Gamma in the Netherlands, OBI and Bauhaus in Germany and many more. It means that packaging has become a much more important instrument with which a brand owner is able to differentiate itself from other brands'.



**Woep Möller,  
Managing Director  
of Impress  
Specialities  
Division.**



peel&paint™



### **Topfass® Lid improves openability**

Topfass® Lid is an innovation that was introduced particularly for rectangular paint cans, eliminating the usual teeth and flanges that have to be opened and closed one by one. Instead the can is closed by applying pressure to the Topfass® Lid's four corners and the body of the can. The current Topfass® Lid is leak-free and much easier to open than the traditional lid. The company Leroy Merlin was the first to use the Topfass® system for its 'en Vie' paint product line.

### **Peel & Paint™**

Which consumer has never cursed traditional paint can lids that need prizing off? With this in mind, Impress developed a revolutionary concept, adapting the Easy Peel® system for use on paint cans for the first time. The result is a container that is simple, quick and effortless to open, with excellent consumer appeal.

Woep Möller, Managing Director of Impress Specialities Division explained: "In fact we want our steel paint cans to remain as safe during their transport and use as they have always been, as this is one of their strengths versus plastic containers for example. One new opening system, Easy Peel®, turned out to be a logical solution. After all, our company has a lot of experience with Easy Peel® closures which our customers have been using successfully for decades on cans for food products like milk powder, baby food, fish products etc."

Jérôme Chevillotte added: "Building on our extensive know-how on seal closures, we developed the "Peel & Paint™" system, which opens quite easily but withstands all drop tests. The system consists of a ring on which an aluminium membrane with a peel tab is sealed. This Peel & Paint™ lid is seamed onto the can and a plastic overcap is applied to protect the aluminium foil, to make the paint cans stackable, to provide tamper-evidence and to make the can reclosable after opening. All in all, Peel & Paint™ is an opening system that is very easy to open without a tool, also for women, and that provides a very good tightness to the can. And as we are able to avoid the rather complicated construction of the top of the paint can as well as the paint can lid, it seems that the Peel & Paint™ system will be only slightly more expensive than the traditional paint can lid."

### **Tic Tac can™**

Another promising innovation recently announced by Impress is the Tic Tac can™.

"The Tic Tac can™ does not have a ring like traditional paint cans", says Jérôme Chevillotte. "This enables the can to be emptied completely, which is an important feature as empty paint cans can be disposed of in the normal household waste and do not have to enter the "dangerous goods recovery process". Thanks to its special geometry, the tinsplate lid itself opens very easily once the centre of the lid is pressed. Re-closure is also very easy: if the consumer presses on the periphery of the lid, the lid will contract and close tightly again. A plastic ring acts as a tamper-evident feature and guarantees real easy opening when users tear the pull tab. This new opening system was very well received in our consumer research."



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## INNOVATIVE PAINT CANS BRING ADDED CONSUMER CONVENIENCE

### CROWN SPECIALITY PACKAGING INTRODUCES THE CLIPPER CAN™ SYSTEM

Crown Speciality Packaging has launched an innovative packaging solution for industrial applications that eliminates the need for extra tooling during opening and re-use.

Ideal for paints, varnishes and coatings, the new Clipper Can™ System features a plastisol-lined metal lid with unique easy-grip tabs for safe opening by hand.

Marketing and Sales Director Didier Sourisseau of this Crown Division in Paris comments: 'This Clipper Can™ system represents an evolution for our customers, the brand owners, but it is a revolution for the end consumer. In addition to easy-open convenience, the Clipper Can™ System offers functional tamper indication and closes more securely than traditional packaging methods, reducing the threat of leakage during transport and distribution and when stored on retail shelves and in consumer homes'.

In January 2006, leading European paint brand Tikkurila Finland launched the first commercial application of the Clipper Can™ System for its Joker brand line of decorative indoor paints. The new package is now available in paint, home improvement and hardware

stores throughout Scandinavia, the Baltic States, Poland, Hungary, Russia and the Ukraine.

"Tikkurila is a forward thinking company, always looking for ways to offer consumers better, more convenient paint and coating products," explains Arto Lehtinen, Sales and Marketing Director at Tikkurila. "The Clipper Can™ System, with its easy opening and secure closing features, is an effective method for our company to enhance the way that our customers and retail partners interact with our brand."

Compatible with all types of indoor and outdoor paints, varnishes and coatings, the Clipper Can™ package runs on pre-existing machinery and is suitable for "mix-your-own-colour" paint systems. The Clipper Can™ System uses less packaging material than more traditional cans, generating cost savings for industrial brands, and is available worldwide in sizes ranging from 2.5 to 20 litres.



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## OPTICAN, THE PAINT PAIL WITHOUT EARS, FROM HUBER VERPACKUNGEN

German paint can producer Huber Verpackungen in Öhringen has also made a considerable step forward with its recent introduction of the OptiCan. Marketing Manager Bernhard Kürschner states: "The standard lever lid pails had welded ears on both sides and a wire handle hooked in the ears, which means that it takes up a lot of

space on the retail shelves. We therefore developed the OptiCan which has a wire handle that is fully integrated in the ring, on top of the can.'

The new paint pail saves approximately 15 % space on the shelves, which is an important advantage for the retailer. The fully integrated handle improves the look of the can.

Bernhard Kürschner continued: 'Applying paper labels to the OptiCan is much simpler, leading to fewer problems during production, which is a big advantage to the filler'.

But in particular the new OptiCan is consumer friendly. "The new pail is more convenient because the consumer can grab the new handle quite easily. It comes up like a spring".

The new OptiCan with a diameter of 140 mm and a volume from 2,0 to 3,0 litres was adopted recently by one of the leading German paint producers on an exclusive basis but from now on the OptiCan will be available for the whole market.



*For more information please contact:*

**Bernhard Kürschner**

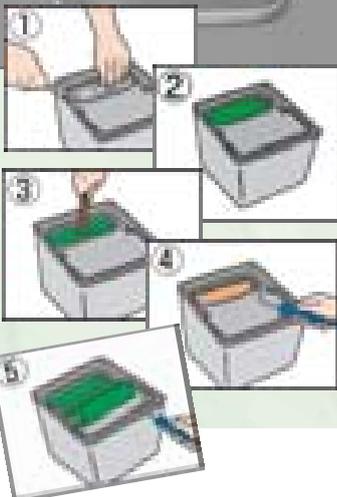
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## SUPER CONVENIENCE WITH COMBINED CAN AND ROLLER TRAY IN JAPAN

Produced by Toyo Seikan Kaisha, Ltd. for Asahipen Corporation's Super-Coat product, this rectangular container for paint includes a carrying handle and roller application tray. Tak Egawa at Toyo Seikan Kaisha, Ltd. said: "The can has the novel feature of having a roller tray incorporated into the lid, so there is no need for a conventional paint tray. The user simply has to prepare a brush or a roller, as paint can be spread evenly within the tray on top of the can. The brush or roller can be inserted directly from the wide mouth of the container and dipped in the paint. Embossing on the top surface makes it easy to spread paint evenly on the roller. After use, the paint can be kept inside the container for a long time just by closing it with a can lid. The convenient bucket handle makes it practical if working high up on a ladder."



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# COLEPCCL INVESTS IN NEW INNOVATION CENTRE

**C**olepCCL recently announced the opening of a new Innovation Centre for the development of new packaging solutions in Laupheim (South Germany), on the site of their current plant.

*APEAL talks to the new manager of this Innovation Centre, Grant Coupland, who has been working for more than 12 years in the packaging part of the group. Grant Coupland reports directly to the ColepCCL board. Metal packaging and in particular steel packaging is really the core business for ColepCCL.*

## Steel packaging is core business

Grant Coupland: "The production of steel packaging accounts for approximately 40% of our turnover, and contract and speciality manufacture for various brand owners accounts for the other 60%. There is a strong synergy between these 2 activities. Our metal packaging activities concentrate partly

on the production of steel cans for special foods like biscuits, margarines, meat products and olives and olive oil. However, the biggest part of our steel packaging production is dedicated to aerosols, where we have strong partnership relations with increasingly demanding customers in Europe. We produce 3-piece steel aerosols of all diameters and heights for cosmetics, personal care and household products. In this market we are currently number 3 in Europe. In our production plant in Vale de Cambra in Portugal we have modern equipment including a modern 4-colour printing line and state-of-the-art Computer-to-Plate technology.

We see a lot of potential in the steel packaging market, hence our initiative to set up this Innovation Centre'.

The Innovation Centre will focus on packaging development for the whole ColepCCL group but for reasons of synergy it is situated next to the European Centre for Application Technology of ColepCCL, a centre for formulation and dispensing technology also working for the whole group. The interaction between the 2 centres is quite valuable.

## Creating additional value for customers

Grant Coupland is proud of the team of technologists that he has built up in the new Innovation Centre.

Grant Coupland: "The team is composed of a mixture of nationalities, ages, educational backgrounds and professional experiences. The fact that some team members come from within the company, some others from outside companies and most of them are relatively young helps to obtain fresh perspectives.

The idea is to form a central network hub of knowledge through the Innovation Centre, and to use the expertise of suppliers, institutions and other industries."

Grant Coupland: "Our primary role is to create ideas and to create links, to build bridges between the diverse technologies and applications. For a special project, the people within our group often contact the managers at the customer's side responsible for purchasing, marketing and packaging or filling technology. In such cases a development team can have more than 10 members, all in a very flexible setting. We make extensive use of our large network of suppliers, institutes and even academic institutions and industries outside of our normal sphere of operations. For specific projects we bring together the specialists of raw material steel suppliers for example, producers of actuators that are so important for the performance of aerosols and various specialists from brand owners and we generate creative ideas together. Then we lead these ideas through a managed process where we filter the ideas on market acceptability and feasibility, technical feasibility and of course last-but-not-least cost-feasibility. Our credo in this is: can we make it, can we sell it and can we make money out of it? A nice example of such a joint project is the new design for an





**Innovation Centre**



***The “New Age Can”, a monobloc aerosol using polymer coated steel.***

actuator for aerosol cans for which we recently applied for a patent. Whilst we will not start production of actuators ourselves it is of vital interest for our customers and ourselves that there are suitable actuators on the market. The ultimate goal is always to create additional value for our customers in a way that will reward our company as well.”

**Potential for application of new technologies**

ColepCCL wants to be an important player in the aerosol market. The new company, 2 years old now, brings together 5 different European companies employing people from a diversity of nationalities, backgrounds and views.

Grant Coupland: “Moreover we have a strong balance sheet, so we have the possibility to really implement our strategic plans. And we can really help to re-shape the aerosol industry in doing so. We strongly believe in the steel aerosol can business but it may be time for drastic change. In fact the technology to make steel aerosol cans has not really changed over the last 40 years. If there was development in

**ABOUT COLEPCCL**

ColepCCL is a supplier in Europe of steel aerosol cans and plastic packages and one of the largest European contract manufacturers of personal care, cosmetic, over-the-counter pharmaceutical and household products. The company was founded in 2004 by the merger of Colep, the Portuguese producer of steel aerosol and general line cans and an aerosol filler, and CCL Europe, contract manufacturer of various products and as such a subsidiary of CCL Industries in Canada. ColepCCL is a pan-European group in Germany, Portugal, Spain, the United Kingdom and Poland. The group has a turnover of approximately 300 million Euros and employs 2100 people throughout Europe.

steel grades, the welding process, coating, printing and shaping, these changes were only incremental. I see an immense potential for real progress through the application of new technologies. Laser welding as it is practised now already in the quite promising CosmoCan-project in which Rasselstein is a sponsor will offer far-reaching possibilities.

Steel as a base material offers enormous scope for improvements in terms of laser welding, lamination with PET-substrate, shaping, printing and finally a modern monobloc steel can. This confirms my preference for steel.”

**The “new age can”, an exciting new steel aerosol can**

Grant Coupland describes the development of a promising innovation: “In our ambition to develop new packaging concepts for our customers and to exploit the potential of steel, we are about to bring our “New Age Can” on the market. This is a monobloc aerosol can measuring 22 x 58 mm, a typical size for an aluminium aerosol. Now we are able to produce this small size in Tin Free Steel. Because of its size, we have also nick-named it the “Mini Can”. We use polymer-coated steel for the production of this aerosol can which brings a lot of advantages. For example, excellent appearance and at the same time high resistance against abrasion and corrosion.

It therefore allows real differentiation in the marketplace. An additional important feature of this new can concept is that the can is fully food compliant. We also believe that there will be cost benefits compared to existing packages. With all these advantages in mind we have high expectations in the market for the New Age Can.”



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# SUPPORTING STEEL PACKAGING RECYCLING IN EASTERN EUROPE

**A**t a seminar organised by APEAL, the Association of European producers of Steel for Packaging, 35 experts including steel and can manufacturers, brand owners and local packaging recovery organisations discussed the economics and performance of steel packaging recycling and shared experience on best practice in collection and consumer education.



## **Eastern & Central Europe – a growing market for steel packaging**

Dominic Cakebread, Managing Director of Landell Mills Consulting, a strategic marketing research and consultancy company to the food,



**Dominic Cakebread,  
Managing Director,  
Landell Mills Consulting.**

drinks and packaging industries, summarised the key macro-economic factors, market trends and other issues currently driving steel packaging demand in the region and shed new light on the future prospects for steel packaging in these

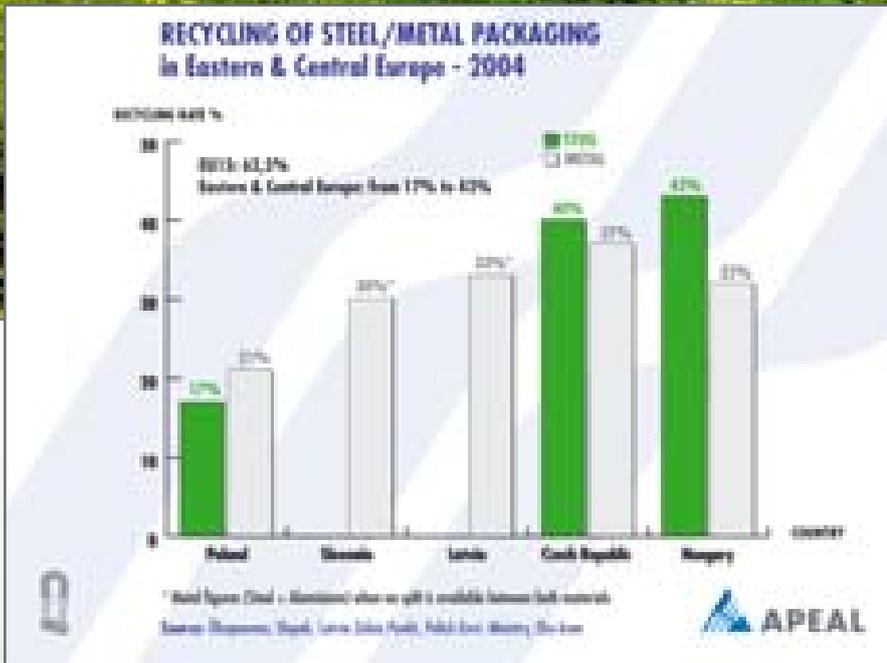


markets over the next 5 years.

He emphasised that EU-10 countries accounted for 16% of the EU population but only 5% in value of the EU packaging market (5 billion Euros). In terms of average packaging consumption, this represents 72 Euros per capita (vs. 265 Euros per capita in the EU-15) and an average GDP growth of 7.7% over the last 5 years (vs. 3.3% GDP growth in the EU-15).

As far as steel packaging markets are concerned, he pointed out the great market potential that exists in Eastern & Central Europe for steel packaging due to the strong correlation between packaging demand and the growth in GDP and expected deliveries of steel for packaging in the EU-10. This amounts to approximately half a million tonnes by 2010, which represents a 57% growth in volume compared to the present situation.

The seminar was organised in the context of the ongoing build up of packaging collection schemes initiated ten years ago in Eastern and Central Europe in order to meet the objectives introduced by the Packaging and Packaging Waste Directive. Experts including Désirée Guissard, a packaging consultant with more than 15 years experience and Christian Pürschel, Public Affairs and Recycling Manager from Rasselstein, discussed the pro's and con's of the different systems and the cost drivers and calculations for packaging collection schemes in Europe.



**Philippe Wolper,**  
Managing Director,  
APEAL.

## APEAL announces ongoing cooperation

To conclude this seminar, the European Steel industry has made a concrete commitment to developing steel packaging markets in Eastern & Central Europe and offered cooperation to packaging recovery organisations in optimising steel packaging recovery schemes.

Philippe Wolper, Managing Director of APEAL said “As demand for packaging in Eastern & Central Europe grows, more packaging, including steel, will have to be collected in order to comply with the national steel and metal packaging recycling targets. APEAL is committed to working with these markets to support the different packaging collection options that are best suited to the local market conditions and existing collection infrastructure.”

**Désirée Guissard,**  
Environmental & Cost  
Modelling Expert.



out that deposit-based collection schemes were counterproductive to the profitability and sustainability of steel packaging recycling as the high investment in reverse-vending machines blocked further investments into multi-material collection schemes, which are beneficial to all packaging formats, not only beverages.

## The way forward

Désirée Guissard concluded that, “Assessing the cost of packaging collection and recycling systems is a pre-requisite for launching any new system because it involves a long-term decision: Investments in collection/sorting/recycling equipment and, investments in communication to train people to new sorting behaviour. But this is not an easy exercise ...and is not simply a matter of a « Copy/Paste » of existing systems from abroad. It requires a clear identification of the local framework.”

Christian Pürschel from Rasselstein mentioned the low cost of sorting and recycling of steel packaging vs. other materials in the waste stream and emphasised that positive scrap prices are the best incentive and proof of the market interest for steel packaging recycling. He also pointed



**Christian Pürschel,**  
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# BRIGHTNESS, RESISTANCE AND SUSTAINABILITY OF THE STEEL BEVERAGE CAN RECOGNISED

**I**n May 2006, APEAL launched a Europe-wide communication campaign addressed towards brand owners and designers in the European beverage market. Its objective was to bridge the perception gap in decision-makers' minds regarding the latest brightness, protective and environmental characteristics of the steel beverage can.

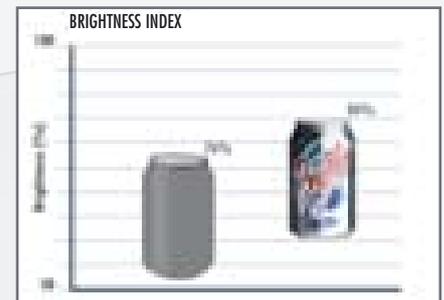
## A "HIGH PROFILE" DIRECT MARKETING CAMPAIGN ACROSS EUROPE

A high profile, three-dimensional mail pack was sent to 670 qualified beverage packaging decision-makers in France, Belgium, Germany, the Netherlands, Spain and the UK. It contained a specially produced "bright steel" can, the result of co-operation between European can makers

and steel producers, who together, had increased considerably the brightness of the beverage can. It was decorated with a design which valorised its bright metallic aspect particularly well, featuring the slogan "Brighter with steel" and was accompanied by a qualitative leaflet highlighting 3 main messages.

### 1. BRIGHTER AT POINT-OF-SALES:

- A visible increase in the brightness of steel beverage cans offers brand marketers and designers a new way to **improve consumer preference** for their brands.
- Significant improvements in **homogeneity, whiteness and gloss finish** of the can are achieved today thanks to a new optimisation process.
- Leading European can manufacturers are able to implement the new surface appearance, offering **original transparent label designs** of premium quality.



### 2. BRIGHTER IN PROTECTING YOUR PRODUCT:

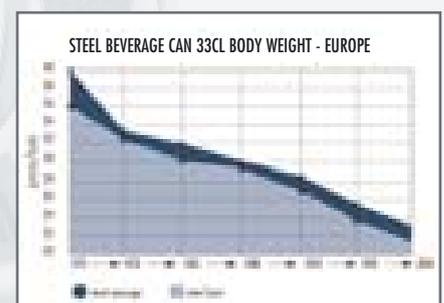
- **Unrivalled resistance** characteristics of the steel can compared to other packaging alternatives, making it a particularly safe packaging, even in severe transport conditions.
- The resistance parameters (crushing, perforation, denting) are considerably **higher** for steel beverage cans).
- At every stage of the logistics chain, steel cans are **more resistant** to severe transport and handling conditions.
- Fewer damaged cans result **in less product spoilage**.



### 3. BRIGHTER FOR SUSTAINABLE DEVELOPMENT:

The steel beverage can presents an excellent sustainability profile, thanks to:

- **increased recycling efforts** ± 300% over the last decade - steel is the most recycled packaging material in Europe today.
- **continual weight reduction** (- 40% less weight over the last 30 years).
- **continuous optimisation of the steel production process** reducing CO<sub>2</sub> emissions, energy and raw material consumption per tonne of steel.
- **the sustainable** re-use of steel without quality loss.



## EVOLUTION IN THE PERCEPTION OF THE STEEL BEVERAGE CAN

Shortly after the campaign, an independent survey was commissioned to measure its results amongst a representative sample of 135 brand owners and designers selected at random from the mailing list. The survey revealed the high impact achieved by the pack, as well as the awareness and perception changes it produced - benefiting the entire industry.

Asked to evaluate explicitly a number of characteristics of the bright steel can, the interviewees offered a very clear picture of how their perceptions relating to several key characteristics had evolved since receiving the pack : its brightness (shifting from -1,2 to +1,6 from before to after the campaign), perception of it being brighter than aluminium cans (-2,7 shifting to +0,9), the steel can being a highly sustainable option (shifting from +1,8 to +2,9). Their perception of the better resistance of the steel beverage can compared to alternative packaging formats was already well known before the campaign, so it increased only slightly. (from +2,4 to +2,5).



“

*The pack is very original, looks good and contains very interesting information. The logos look very good on steel, which can be a very bright and innovative material to work with.*

”

Ellie Jackson,  
Project Co-ordinator,  
jones knowles ritchie Ltd.



“

*It is very eye-catching, and therefore one is tempted to read on. It shows the new technological possibilities of steel. A good demonstration of how the bright steel beverage can enables better communication for the brand.*

”

Paul Eevers,  
Category Supply Management Director,  
Beverages, Unilever Bestfoods

*Beverage Cans*

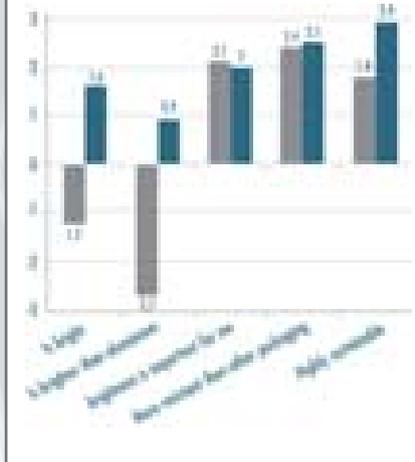


**BRIGHTNESS, RESISTANCE & SUSTAINABILITY OF THE STEEL BEVERAGE CAN RECOGNISED**

**Favourable impact on the image of the industry as a whole**

An indirect effect of the campaign was its positive impact on the overall image and perceptions of the can-making and steel making industries in the eyes of brand owners and designers. The eye-catching design of the pack, together with its emotional and factual argumentation, backed-up by credible third party testimonials, clearly had a positive impact on these decision-makers' perceptions of the combined industry. In particular, brand owners' perceptions of the industry evolved significantly on parameters such as "innovation", "good R&D", "modernity" and "up-to-date". Decision-makers' perceptions of the industry's "willingness to listen" also improved, which is proof that this informative campaign effectively responded to the preoccupations of its target audience.

PERCEPTIONS OF THE BRIGHT STEEL CAN



**APEAL NEWS READERSHIP**

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