

# PRESS RELEASE

## CCL'S MISTIC CONTAINER WINS THREE PACKAGING AWARDS

**2002** – CCL Container Aerosol Division has won a 2002 WorldStar Packaging Award for the groundbreaking container it developed for Snapple Beverage Group's Mystic RE™ energy drink.

Mistic RE™ is the first soft drink product in the world to be packaged in CCL's impact-extruded aluminum bottle. The distinctively shaped can with bold, attention-getting graphics was the only U.S. beverage package to be honored in the prestigious international competition.

WorldStar Packaging Organization (WPO), a not-for-profit, non-governmental federation, sponsors the competition. The organization encourages and recognizes innovations in packaging technology, science, access and engineering, and awards are based on the judges' consensus that a package is superior in execution and innovation than others in its class.

The Mystic RE™ container is a recyclable aluminum package with a resealable lug cap, a closure previously used exclusively with glass. CCL's R&D group collaborated with a leading cap manufacturer to adapt the industry-standard, consumer-preferred cap for use on the aluminum container. A specially designed polypropylene sleeve accommodates the cap and includes a ring to accept tamper-resistant shrink-wrapping for added product protection.

According to CCL's vice president of sales and marketing, Ed Martin, "We are extremely pleased that we were able meet our customer's need with such spectacular results. This project highlighted the best of CCL—the drive for innovation, the resolve that enables us to meet difficult manufacturing challenges and the spirit of collaboration that ensures a smooth product development process. Pleasing the customer is our top priority. It's nice to get validation from our industry peers," he added.

Only packages that previously won recognition in a national competition are eligible for WPO awards. The Mystic RE™ container met that criterion by first winning the AmeriStar Award, a national packaging contest that showcased its winners at Chicago's PackExpo International 2002 in November. AmeriStar award winners automatically qualify for entry in the WPO's competition.

“Winning this award was significant, because we were competing against all types of containers, not just metal packages or cans,” remarked Martin. “To have the Mystic RE□ package recognized within such a wide range of offerings validates its value to the marketplace.”

In addition to garnering national and international attention, the Mystic RE™ container has been acknowledged regionally. The container recently was honored with an award from the New Jersey Packaging Executives Club.

CCL Container is North America’s leading manufacturer of recyclable aluminum packaging for the beverage, food, personal care, pharmaceutical and household markets. The company’s manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

**For more information on CCL’s products and services, please contact:**

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