

PRESS RELEASE

NEW ALUMINUM PACKAGE FEATURES FULL SET OF CURVES CCL Container Introduces Body Shapes™ Full Body Shaping

2004 – Spray product marketers now have a whole new way to differentiate their brands with full body container shaping. Body Shapes™ is CCL Container’s new shaping technology for rigid aluminum packaging that features dramatic curves and contours the full length of the container. Until now, only the upper third of impact-extruded containers was shapeable. The new variety of contours, combined with the natural richness of aluminum, makes Body Shapes™ a solid match with the high-end spectrum of consumer products.

The Body Shapes™ line offers limitless package shapes, with contours and curves extending from the base of the container to the top. Shapes range from soft, subtle contours to more dramatic cut angles.

“We view full body container shaping as the next natural evolution of aluminum packaging design,” commented Ed Martin, vice president of sales and marketing for CCL Container. “As marketers look for ways to distinguish their brands, we have to be ready to support them by continuously expanding the boundaries of package design. That’s exactly what we’ve done with Body Shapes™.”

CCL’s R&D lab has already been the source of many new aluminum container shapes that have won fast commercial acceptance. Over the past three years, the company introduced Trimline™ and Trimwave™, two sleek bullet-shape designs. Most recently, CCL launched Comfort Hold™ a more dramatic silhouette with ergonomic contours. Comfort Hold™ was quick to win the favor of several top marketers, and was the frontrunner of numerous packaging competitions, including the prestigious WorldStar Award.

While all of CCL’s previous shaped designs had distinctive silhouettes, shaping options were limited to the upper portion of the container. “Body Shapes™ are the result of new technology that enable us to add contours to virtually any part of the container,” explained Martin. “This capability opens up new and exciting possibilities in aluminum packaging design never before possible.”

In addition to visual impact, Body Shapes™ add improved functionality with better handling and product dispensing control. Martin adds, “This can be a substantial advantage for products that require very precise application.”

“In today's competitive marketplace, packaging that differentiates a marketer at point-of-sale is key. We're very pleased that our shaped containers have been met with such enthusiasm, from both marketers and consumers. It inspires us to keep pushing the boundaries of package design,” said Martin.

CCL Container is North America's leading manufacturer of recyclable aluminum aerosol cans and bottles and is a major supplier of barrier systems. The company offers both the piston barrier system and ABS “bag-in-can” technology. 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:

Ed Martin, Vice President, Sales and Marketing
CCL Container
Tel: (203) 354-4523
Fax: (203) 354-4524
E-mail: emartin@cclcontainer.com

CCL Container U.S. Operations:

One Llodio Drive
Hermitage, PA 16148

For further press information, please contact:

Ed Delia
Delia Associates
Tel: (908) 534-9044
Fax: (908) 534-6856
E-mail: edelia@delianet.com