

# PRESS RELEASE

## CCL CONTAINER BRINGS HOME GOLD AND SILVER FROM CANNEX 2003

**2003** – This April CCL Container brought home two of the metal container industry’s highest honors, the 2003 Can-of-the-Year awards, from the prestigious Cannex show, held in Singapore this year. The event is organized by *The Canmaker* magazine, a leading industry publication. Magazine representatives elect an international team of expert judges who, in turn, award a Gold, Silver, and Bronze in each of ten categories.

CCL was awarded the Gold in the two-piece, over-250 ml beverage category for Snapple’s Mystic RE™ aluminum can, the world’s first impact-extruded, hot-fill beverage container. They also earned a Silver in the aerosol class for Sally Beauty’s *Beyond the Zone Power Lift Mousse*, housed in CCL’s innovative Extended-Neck Trimline® packaging.

Besides CCL’s acknowledged commitment to innovation, these diverse honors recognize the company’s versatility and superior performance over a range of diverse market sectors.

Mistic RE™ energy drink debuted to great fanfare last fall and continues to attract considerable industry and consumer attention. CCL worked closely with marketer Snapple to create a graphically exciting, ergonomically shaped container that delivers performance and youthful appeal to energy drink consumers.

“We are extremely pleased that the Mystic RE™ packaging was singled out at Cannex,” comments Ed Martin, CCL’s vice president of sales and marketing. “The beverage market is relatively new for us, so it’s particularly gratifying to achieve global recognition for one of our first creations.”

“When creating any container, our goals are innovation and product differentiation,” Martin continues. “It has become a growing challenge for a product to stand out in today’s crowded marketplace, so we’re relentless in our pursuit of the unique shaping and decorative treatments that will maximize shelf appeal,” Martin noted.

“But we also work hard to incorporate consumer-friendly performance features that will foster brand loyalty. For example, aluminum is light and unbreakable, and its insulating properties retain coolness longer than PET or glass. To top it off, our redesigned resealable lug cap, previously compatible only with self-threaded glass containers, makes the bottle an easy choice for those on the go.”

“The metal lug cap was quite a design challenge,” said Mark Goda, CCL’s director of research and development at the Hermitage, PA plant. “We had to come up with a new polypropylene sleeve for the necking so the cap could be resealed properly. Because polypropylene is relatively soft, we were concerned about how the sleeve would hold up to repeated torqueing action. We conducted extensive testing and found that the performance characteristics were, in fact, superior to those of glass.”

Martin is understandably high on the myriad design possibilities and performance capabilities of impact-extruded aluminum for the beverage market. “We’re seeing a phenomenal response to our current products and expect continued growth as consumers catch on to the benefits of this type of container.”

The 53mm x 240mm *Beyond the Zone Power Lift Mousse* is a classic example of CCL’s core competency –aluminum aerosol for the personal care market. As its name implies, the Extended-Neck Trimline® has a slim silhouette that fits comfortably in smaller female hands and ergonomic necking that gently cradles the user’s palm for ease of application.

“We created the Extended-Neck Trimline® by re-engineering the necking process for our standard Trimline,” remarks Martin. “By adding tools to existing equipment, we came up with a streamlined design that looks fresh and delivers the superior performance that today’s savvy consumers look for. As in the beverage category, the caliber of entries in the aerosol division was world-class and we’re proud that our achievement stood out.”

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.

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