

CCL Container and Christopher Philip Partner for the First Full-Body Shaped Aerosol Container

The Gentlemen's Youth Maintenance (GYM) grooming line from Christopher Philip Ltd. will consist of 12 hair care, skin care, and body care products especially formulated for men. The lead product, GYM's Finish Style Control Spray, features exclusive full-body shaping technology by CCL Container.

By early 2007, the GYM brand is projected to have a total of 20 products on the market, including active wear bearing the GYM grooming logo. According to the president and founder of Christopher Philip Ltd., Chris Campbell, the distinctive look that CCL's BodyShapes™ line provides is consistent with his marketing strategy for GYM grooming products.

"We're offering the professional salon market the highest quality products for their male clients," says Campbell, "enabling them to successfuCCL Container's full-body shaping technology is helping to make packaging history in the men's grooming product category with the launch of a new line of men's care products from Christopher Philip Ltd. lly compete with drug stores and department stores."

Campbell explained that CCL's full-body shaping fits into the overall philosophy of the GYM brand. "Today's society now dictates that proper self care is becoming non-negotiable in most, if not all, segments of life. GYM grooming hopes to be the toolset of choice for men who understand that taking care of yourself is not a vanity issue. It is about respecting yourself and the people around you."

Available through the traditional professional salon distributor network, GYM grooming will be marketed initially through trade and consumer print ads, distributor advertising campaigns, and the Christopher Philip Web site, www.christopherphilip.com.

North American distribution will be complete by the end of this year. The Gym grooming line in its BodyShapes™ packaging will arrive in Europe and South America in 2007.

Campbell recounted the genesis of the GYM packaging, explaining that he had worked with CCL Container prior to forming his Houston-based company. “When I approached CCL about our Finish Style Control Spray,” says Campbell, “and told them what my packaging goals were, they introduced me to the full-body shaping option. It proved to be a great way to distinguish our product from the competition.”

In Campbell’s opinion, full-body shaping can be a more powerful means of attracting consumer attention and creating product demand than graphics alone. “It’s human nature to want to touch interesting shapes,” says Campbell, “and getting a product into a consumer’s hands is key to driving new sales.”

CCL also produces the containers for GYM grooming’s Comfort Smooth Shaving Gel, and other products in the line will most likely take advantage of CCL’s aluminum shaping technology.

Full-body shaping was first introduced by CCL Container in 2005. The technology allows for top-to-bottom shaping of rigid aluminum containers. Prior to BodyShapes™, contours and curves were limited to the upper portion of aluminum containers.

According to Ed Martin, vice president of sales and marketing for CCL Container, “Full-body container shaping is the future of aluminum packaging design. It gives marketers the means to give their products a distinctive look and feel that goes beyond color and typography and graphic design.”

BodyShapes™ is one of many innovations that have come from CCL’s aggressive R&D team. The company is responsible for Trimline® and TrimWave®, two bullet-shaped designs. The next step in solid aluminum packaging evolution credited to CCL’s R&D team was the introduction of Comfort Hold®, which lent ergonomic contours to a dramatic silhouette design. BodyShapes™, however, gives marketers virtually unlimited creative freedom in fashioning aluminum packaging.

CCL Container is North America’s leading manufacturer of recyclable aluminum aerosol cans and bottles. It is also a major supplier of barrier systems, offering both the piston-barrier system and ABS “bag-in-can” technology.

