

PRESS RELEASE

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CCL CONTAINER: SALES AND MARKETING EXECUTIVE TO ADDRESS THE POWER OF PACKAGING AT INNOVATION SUMMIT

Hermitage, PA – Consumers drive industry. Whoever the buyer, corporate or consumer, their decisions shape the markets that serve them. What holds their buying interest can come in and out of favor. But the market that keeps products relevant, keeps its customers.

Ed Martin, vice president of sales and marketing at CCL Container comments, “The key to leading market share is knowing that not only must a product be relevant to the marketplace and in keeping with its interest and demands, it must be authentic in its identity, creating a brand that is unique and distinctive. And packaging can accomplish that.”

Branding is about distinction, and packaging has the power to create a brand. “In that manner, it also has the power to revolutionize an industry and catapult market performance,” comments Martin.

This May, Martin is set to speak on the power of packaging at the Innovation Summit, a business and industry conference. Held in Toronto, Canada May 9th through the 11th, the conference will focus primarily on generating successful new products in brand driven companies. Attendees will have the opportunity to learn directly from those who have used innovation to drive company and client growth and profitability. Martin will address how, through innovative packaging, brands can achieve relevancy and authenticity.

“Packaging is a critical element of brand definition, market distinction, and sales performance,” says Martin. And its role is often overlooked when it comes to product innovation. “Innovation is a major business priority and must be viewed as such for a company to achieve optimum success,” notes Martin. “It all begins with a question of how can we do things better and what needs aren’t yet being met.”

What makes CCL most noteworthy is how its package innovations are shaping industries and their market performance. Packaging has played a significant role in generating success for CCL clients in the personal care, cosmetics, food, household, industrial and automotive industries. The aluminum bottle that CCL has become famous for is an example of packaging innovation that, because of its unique qualities, drives product differentiation and market performance.

Most notably, CCL's work with Pittsburgh Brewing's flagship lager *Iron City* garnered national attention when the company sold out their initial run of Iron City in aluminum bottles in less than two days, proving the power that packaging can have in the marketplace. Other high-profile brands like Molson Canada, Trimspa[®], and Cadbury Schweppes have also capitalized on the packaging appeal of CCL's bottle.

The Innovation Summit will be a comprehensive exploration of how the consumer products industry can institutionalize innovation and consistently develop unique, successful, and profitable ideas. Says Martin, "Innovation can come at all levels, from the products themselves, to the way they're packaged and promoted. The result can be extraordinarily powerful."

CCL Container is North America's leading producer of recyclable aluminum bottle packaging, aluminum aerosol containers and other aluminum specialty products. The company has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

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