

PRESS RELEASE

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NEW TO MARKET: INNOVATIVE PRODUCT AND PACKAGING COMBINE AS MAZOLA PURE LAUNCHES IN A SHAPED ALUMINUM DESIGN

HERMITAGE, PA—Pure aroma and pure taste...that's the message ACH Food Companies wanted Mazola Pure™ to communicate to consumers. Where competitive canola, extra virgin olive oil and natural butter flavor sprays contain silicone or alcohol, Mazola Pure stands apart by containing nothing but pure cooking oil and lecithin. It was critical for the August 2005 launch of this product that its packaging add to this distinction, and why ACH chose CCL Container's Comfort Hold™ Shaped Aluminum Aerosol Container for the Mazola Pure line.

Bob Larkin, Manager of Packaging Development at ACH, comments, "Mazola Pure has a Pure™ Taste and Pure™ Aroma. The packaging needed to convey that."

There has been very little innovation seen in packaging in this category. That is, until Mazola Pure hit the shelves. Mazola Pure's shapely aluminum can, nozzle and cap, clean graphics, and pearl finish communicate the taste, the aroma, and the expectation of the product.

Kathryn Baker, New Products Brand Manager at ACH, recalls how the team first learned about CCL Container. They noticed the use of the shaped aluminum aerosols in other product categories, and traced it back to CCL. When it was time to start production of Mazola Pure, they knew that CCL was the right company to create the Mazola Pure container.

Says Larkin, “We were looking for a design that would reinforce the product message of pure aroma and taste and have a strong visual impact to break through the clutter on the retail shelf. In a category that has a strong leader plus several competitive brands, we needed something that would capture consumers’ imagination so that consumers would think of our product as unique and different from all other cooking sprays. We also hoped to spur consumers to think differently about cooking spray.” And in just weeks on the market, it has.

According to Baker, consumer surveys have been outstanding. “Many consumers said they would keep Mazola Pure on their countertops simply because it is attractive,” says Baker. That simple action offers Mazola a great branding opportunity.

The Mazola Pure container is, in fact, a marked departure from the conventional steel, three-piece, cylindrical-shaped can that houses the other cooking spray products on the market. Its lightly tinted cap has a pure feel to it, while it still allows consumers to see the spray nozzle, something new to the cooking spray category. The internal components

of the valve assembly were also specially designed to work with ACH's patent-pending product formula.

Consumer acceptance of this innovative product development came to no surprise to Ed Martin, CCL Container's Vice President of Sales and Marketing. "We are extremely pleased to see ACH bring some great package design equity to this product category," says Martin. "Packaging is doing its job when it contributes to the value proposition of the product like our Comfort Hold™ design does in the case of Mazola Pure."

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.

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