

CCL CONTAINER NEWS

*Performance Is
Our Passion*

In this issue...

A message from the
president:

Innovation is key

Product Innovation

Economy of Form

Market Trends

Food for Thought

Decorating Trends

Velvet Touches

In the Spotlight

History in a Can

Facilities

Penetang Adds Lines

Awards

CCL Wins at Cannex

People

Meet the Management

CCL's Economy of Form

Personal care marketers, always on the lookout for innovative packaging, have added opportunities to shine on the shelf. CCL Container now offers smashing new shapes with the new Comfort Hold™ and Trimline™ family aluminum canister lines. The new designs deliver multiple benefits to marketers: they help differentiate products from the competition in the marketplace and offer compelling ergonomic advantages to end users.

The Comfort Hold line distinguishes itself with a range of shoulder profiles that provide economic, functional and aesthetic advantages. In ergonomic terms, the line's tapered neck and rounded shoulder form a smooth, palm-sized groove just right for smaller, feminine hands. The easy grip also means improved dispensing control under all circumstances – “on the floor” in a professional setting or at home. An added bonus, rustproof aluminum won't leave rust rings on tubs and counter tops or other surfaces found in those damp environments. To protect product, a



wide variety of inside and outside linings are available to meet shelf-life requirements.

Attractive and easy to use, the line is also designed to minimize cost. For example, the 53mm aerosol tapers to accept a 45mm cap, saving an estimated 20% in cap costs. It also offers a “snap lock” variation that accepts a single-shell cap, previously available only on steel aerosols. Finally, the Comfort Hold silhouette can be achieved on CCL's standard manufacturing lines, so no additional cost is incurred for this sophisticated, customized look.

Comfort Hold has proved a winner for several marketers. Personal care products that have launched successfully include: Sally Beauty's Ion Color Defense™ Extra Control Shaping Hair Spray, Paul Brown™



continued on pg 3.

A Message From the President

New ideas, new product concepts, and spirited innovations have always been the driving force at CCL Container. To this end, we are always working toward inventive and creative ways to leverage the power of aluminum packaging. This is manifesting itself in new container shapes and new applications for barrier system technology, in addition to totally new product applications where aluminum packaging plays a key role. It is our hope that in sharing some recent developments in this issue that we will inspire your own product concepts and packaging innovations.

As always, we value your comments, inquiries and ideas, as this initial dialogue is often the first step toward the next great product breakthrough. Our team is poised to meet your needs.




Rami Younes
President
CCL Container

Opening New Markets: Food for Thought

After Nabisco introduced “Easy Cheese®” spread in piston barrier packaging from CCL Container, the industry quickly realized that other products could be revitalized using the same technology. Using a variety of innovative dispensing systems, products take on new life as they become easier to use and more fun to eat. Many private-label and national marketers have taken advantage of this and introduced food products in pressurized packaging.

For example, CCL’s piston barrier system separates food from propellant, so product integrity and purity are maintained throughout use. The piston technology is especially effective with higher viscosity products where dispensing has to be uniform and easy. Taking full advantage of these assets, regular and fruit-flavored cream-cheese-in-a-can are now available from Berner Food under the Berner, Safeway and Kroger labels.

Other products expected to gain a new life through CCL’s innovative technology include chocolate and caramel toppings, fruit toppings, sour cream, and even frosting, like Betty Crocker’s Easy Flow Decorating Icing.

Food marketers are finding uses for traditional aerosol technology. Using CCL’s aluminum aerosol containers, Signature Brands has launched a cake decorating product line – Betty Crocker Easy Color™ Decorating Spray – an innovative product that produces a professional airbrush look in cake decorations. The CCL package features a food-grade internal lining to ensure product purity. That, plus a range of sizes, decorating options, and guarantee of high performance, made CCL’s aluminum aerosol a natural choice for this product. 



CCL delivers performance under pressure for Betty Crocker’s Easy Flow Decorating Icing.

Market Trends

Give Your Product the Velvet Touch



Joico Laboratories is using CCL’s new Velvet Touch Container.

Marketers looking to add both visual and tactile interest to their product packaging will love CCL Container’s new Velvet Touch container. Developed by CCL’s innovative New Product Development Team, the Velvet Touch lends a smooth, matte finish and soft, sueded feel to its aluminum containers.

The Velvet Touch overvarnish is applied in the final stage of production, enhancing virtually any design or decoration with a subtle, elegant finish. However the real revelation comes when a consumer plucks the container off the shelf, or for that matter, off the bathroom counter. As its name implies, it’s velvety soft, with a soothing texture that appeals to today’s savvy consumers.

Personal care products manufacturer, Joico Laboratories, Inc., a subsidiary of Zotos International, Inc., recently became the first marketer to employ the Velvet Touch, incorporating it into the design for Thermal Designing Foam Mousse and Protective Hairspray, two brand new styling products in its K-Pak® Collection line of reconstructive hair products.

Both containers feature understated graphics and a pearled base coat, and both incorporate CCL’s proprietary Comfort Hold™ grip, a curvy, ergonomic shape that fits comfortably in a woman’s hand. 

Decorating Trends

Form Article (continued)

continued from p.1

Hawaii's Dry Mist Hair Spray, Farouk Systems' Helmet Head Concrete Spray, Pureology™ Serious Colour Care's RootLift Mousse and InCharge Styling Spray.

Another new silhouette is CCL's elegant Trimline™. Minnesota-based Regis Corporation chose the container for its revamped Mastercuts' line of aerosol hairsprays and mousses. In keeping with the recent redesign of the approximately 500 Mastercuts' salons located in malls throughout the U.S., the company debuted new packaging for its namesake styling products, a line of five styling aerosol sprays and mousses.

Sporting CCL's slender Trimline shape that tapers gracefully at the neck, the containers are a serene taupe-gray color, with a refined logo and lettering. Trimline's refined shape and soft, natural colors lend the products a spa-like elegance that's successfully appealing to Mastercuts' clientele. This is further enhanced by aluminum's inherent sophisticated and subtle appeal. And, because it's formed from a single piece of solid metal, there are no seams – unlike other metal containers – lending the product a more



The Trimline™ family includes the original Trimline, the TrimWave™ and the Extended Neck Trimline.

refined appearance that helps distinguish the line in a competitive marketplace.

A modification of the Trimline silhouette, TrimWave™ serves as another example of CCL's technical team thinking outside the box. With its stylish "wave" effect on the shoulder, TrimWave's eye-catching profile is achieved with an easy retooling of existing production lines, an adjustment that adds "low-or-no-cost." Belvedere International chose this stylish new performer to launch its Stiff @#!%™, Funkifier Shaping Spray. The package, using a dramatic color scheme – intense purple with black and yellow lettering and a neon green overcap – is designed to get attention. TrimWave offers the same rugged performance and wide range of decorating options available on all CCL aluminum packaging.



Product Innovation

TrimWave's eye-catching profile is achieved with an easy retooling of existing production lines.



CCL Offers Unique Beverageware Options

The FX sports bottle, co-developed by CCL Container and InZone Brand, Inc., consists of a 66mm diameter cylindrical aluminum container with a 26-ounce fluid capacity. The aluminum cylinder fits inside an ergonomically contoured clear plastic outer shell. This plastic exterior has an hourglass shape that provides for a sure, comfortable grip. A patented one-piece drinking closure and internal reusable straw complete the package.



The hot and cold beverage Java Jug™ includes a shaped aluminum exterior with deep contoured finger grooves and a specially designed snap-on drinking cap. The Java Jug is made up of three basic components: the aluminum outer shell, a molded plastic liner, and insulating foam. The foam fills the void between the aluminum shell and the plastic liner, creating a completely insulated package. The Java Jug's 66mm base matches the diameter of a standard soda can to ensure that it would fit into standard cup-holders found in cars.



Barrier Systems Update

Following the centuries-long tradition of innovation that has propelled the industry, CCL has become one of today's key developers of aluminum packaging technology. And each step forward provides new opportunities to both marketers and manufacturers. For example, CCL's proprietary barrier systems have made pressurized packaging an unexpected option for a variety of markets.

CCL's Piston Barrier and ABS™ systems guarantee total product integrity and offer increased dispensing control, encouraging significant new product development. For example, the Northern Group added a post-foaming shave gel to its Pierre Cardin Grooming Essentials line using ABS™ technology – a hermetically sealed, multilayered, FDA-compliant pouch that separates product from pressurizing agent. ABS is ideal for highly-concentrated products that require product integrity for performance; eg.,


post-foaming products and some OTC pharmaceuticals.

Tommy Hilfiger opted for CCL's Piston Barrier to launch its iridescent post-foaming gel, part of the Tommy Girl line. The system, ideal for viscous products, features a plastic cup-shaped piston that conforms exactly to the can's inner shoulder, forming a barrier between product and propellant. The propellant at the bottom of the container holds the cup in a stable suspension, ensuring controlled product discharge. Besides assuring smooth, uniform dispensing, the piston barrier is also cost-effective.

The Henkel Group manufactures and markets Unibond Caulk-in-a-Can and had wanted to introduce an industrial-size version of its popular product. Henkel also wanted more convenient dispensing. CCL, the only manufacturer with the capability to produce such large capacity piston barrier packaging, developed a groundbreaking 500ml container – 67%



CCL produces Piston and ABS packages in diameters from 35-66mm in a full range of heights.

larger than previous packaging. The container also provides faster, more controlled product delivery. An added bonus was an ergonomic fingertip control that provides easy handling and smooth product flow, completely eliminating need for a conventional applicator gun and establishing the giant package as another milestone in the history of the pressurized package. 

In the Spotlight

Pressurized Packaging History

1790

Self-pressurized carbonated beverages introduced in France.

1837

Perpegna presents a valve driven soda siphon.

1899

Helbling and Pertsch receive patent for pressurized aerosols.

1927

First aerosol can and valve for products and propellants introduced in Norway.

1943

US Department of Agriculture develops aerosol valve that is reliably mass-producible.

1949

Norwegian Edward Seymour invents spray paint.

New Yorker Bob Abplanalp introduces aerosol valve that is reliably mass-producible.

1953

Abplanalp introduces crimp-on valve to dispense pressurized gases.

1957

Launch of the first hair spray in Germany.

1967

Advanced Extrusions, forerunner to CCL Container is founded in Penetang, ONT by Ernest Younes and partners

Aluminum Bottles: The New Marketing Tool

Aluminum bottles are enjoying an upswing in popularity with North American beverage marketers. Snapple and Vincor International have entrusted several lines to hard-working packages from CCL. Chill-retention, re-sealability, recyclability, and durability – plus a wide range of decorating options – are some reasons marketers are choosing this versatile performer.

Mistic Brands, Inc., part of the Snapple Beverage Group, turned to CCL for its launch of Mistic RE™ Energy Drink. The packaging offers an innovative resealable lug cap that fits snugly onto a plastic sleeve which also accepts tamper-resistant shrink-wrapping for added protection. Components are FDA-compliant and were tested on standard fill lines for non-carbonated, hot-fill beverages.




In-line graphics begin with a metallic base coat. The bottles are then run through CCL's in-line, seven-station printing unit. A high-gloss over-varnish adds final shine and scuff resistance. A stunning success, the package won several industry awards, including 2002's WorldStar Packaging Award.

The Snapple's Elements® drink line, originally packaged in glass, repackaged four flavors in aluminum bottles for consumers on the go. The youth-oriented bottles are decorated with a frosted finish, extreme graphics, and bold lettering. Background graphics include a metallic base coat with high-gloss over-varnish with proprietary white ink that creates an ice crystal design.

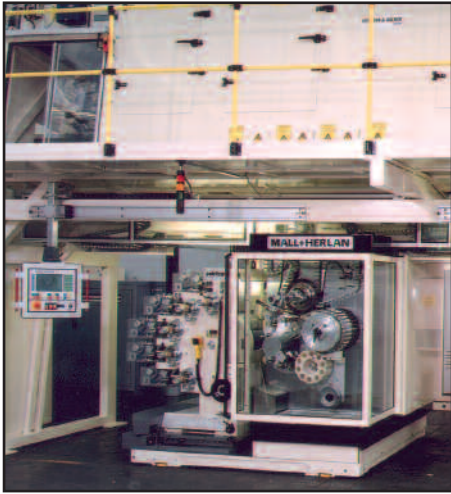
Canada-based Vincor International introduced its Tabu line of vodka-based beverages in CCL's brushed aluminum,

long-neck bottle topped with a crown cap. "Forbidden Fruit" marks the first use of aluminum bottles in the refreshment beverage market in Canada. Sophisticated graphics and the elegant neck-unique to the line – help make Tabu a tough competitor on the shelf.

Although the package holds almost 17 oz, the 59mm diameter comfortably fits both male and female hands while proprietary linings assure product integrity. A patented forming process enables CCL to produce the containers with superior efficiency and quality. 



CCL Adds Capacity with Two New Ultra High-Speed Lines in Penetang



To better serve its customers, CCL Container recently announced it would add a second high-speed production line to its Penetang, ONT, Canada plant. This

addition will be the location's second high-speed line and bring to nine the number of production lines in the plant. The first high-speed line was installed earlier this year. CCL also has two high-speed lines in the Hermitage, PA plant for a total of four high-speed lines in North America. In total the division will now have 21 production lines, which makes it by far the largest impact extrusion operation in North America.

The newest line, scheduled to be operational in the first quarter of 2004, will produce aluminum containers ranging in diameter from 53 to 66mm and up to 235mm high, sizes well suited to the beverage and aerosol container markets. The production line will operate at approximately 200 containers per minute versus standard production lines

that produce about 150 per minute. The plant's other 200/minute high-speed line, which became operational in August 2003, produces 45mm to 55mm diameter containers. Both high-speed lines will be configured for state-of-the-art shaping – for which CCL is renowned – and 9-color graphics for a wide range of decorating options. With the two new production lines CCL has committed over \$20 million to the division in the past 12 months.

The additions demonstrate CCL's commitment to its customers through reinvesting in its business. There's growing demand for aluminum containers from customers across all industries and the new lines will accommodate that growth and meet the shorter lead times that are required in today's marketplace. 

CCL Brings Home Gold and Silver From Cannex



CCL won Gold for Mistic's RE™ and Silver for Sally Beauty's Beyond The Zone.

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. 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 250ml beverage category for Snapple's Mistic RE™ aluminum can, the world's first impact-extruded, hot-fill beverage container. CCL 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.

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

A growing challenge in today's crowded marketplace is for a product to stand out, so CCL is relentless in its pursuit of the unique shaping and decorative treatments

that will maximize shelf appeal. Aluminum is light and unbreakable, and its insulating properties retain coolness longer than PET or glass. To top it off, the redesigned resealable lug cap, previously compatible only with self-threaded glass containers, makes the bottle an easy choice for those on the go.

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.

The Extended-Neck Trimline was created by re-engineering the necking process for CCL's standard Trimline. By adding tools to existing equipment, CCL came up with a streamlined design that looks fresh and delivers the superior performance that today's savvy consumers look for. 

Meet the Management Team



ED MARTIN

Based in Norwalk, CT, Ed Martin, CCL Container's vice president of sales and marketing, manages and oversees all sales and marketing functions for the Division. Prior to his current position, Ed served as CCL's northeast regional sales manager.

Ed has a forward thinking and hands-on approach to his role. He is dedicated to demonstrating that CCL Container is more than an aluminum can manufacturer, but rather a dynamic provider of innovative packaging solutions. He also knows that growth depends on CCL's ability to effectively bring new container designs and technologies to the markets it serves.

As a 20-year veteran of the packaging industry, Ed holds a BS in packaging science from the Rochester Institute of Technology (RIT) and an MBA in international business from the University of Connecticut. He is active with the Consumer Specialty Products Association and the RIT School of Packaging Science Industry Advisory Board. Ed is married and has a busy family life that includes three grandchildren.



FRANK McALLISTER

Frank McAllister, vice president of operations of the Penetang, ONT facility, has been with CCL Container for 15 years. During his tenure, Frank has held various plant operations positions, including plant manager at its Hermitage, PA plant.

Frank began his career in the packaging industry 35 years ago with Montebello Packaging, working his way up to plant manager before moving to CCL. At CCL, Frank is part of a team that has made tremendous strides in the advancement of the aluminum container, including shaping, barrier and graphics technology.

Frank's extensive experience and in-depth knowledge has been vital to the success of CCL's plant operations. He has played a major role in overseeing the recent expansion at the Penetang plant, lending his talent to the procurement and installation process of the two new high-speed manufacturing lines. Frank holds a Mechanical Engineering Technology Degree from the University of Glasgow in Scotland, UK. He is married with two children and two grandchildren.



MIKE FELDSER

Mike Feldser, vice president of operations at the Hermitage, PA facility, has been with CCL Container for just over a year. Mike oversees all plant operations at the Hermitage facility. Mike views the vast array of options available via the aluminum package as its key selling feature. The variety of sizes and shapes plus almost unlimited graphic opportunities adds up to one thing – value for the customer.

Mike has over 25 years of experience in the packaging industry. Before joining CCL, he worked for Continental Can for 15 years and spent 10 years with Crown Cork & Seal as vice president of quality and later as vice president manufacturing, beverage can operations.

Mike earned a bachelor degree from Miami University (OH) and holds an MBA from Xavier University. He and his wife are pleased to be back in the Keystone State and have two sons.



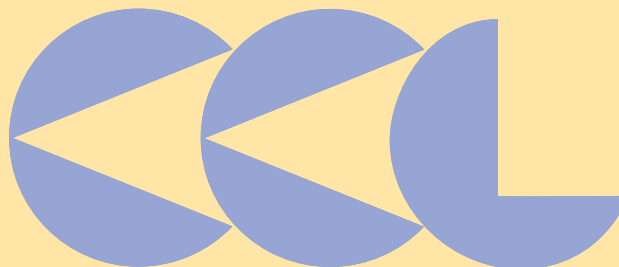
CCL Container

One Llodio Dr., Hermitage, PA 16148

Tel: (724) 981-5444

Fax: (724) 342-1116

www.cclcontainer.com



Plant Locations:

**Hermitage, PA
Penetang, ONT
Mexico City, Mexico**