

# PRESS RELEASE

## ZOTOS INTERNATIONAL SPORTS A NEW LOOK WITH CCL CONTAINER'S TRIMWAVE™ SHAPE

2002 – You don't have to reinvent the wheel to create groundbreaking package design. A current case in point is CCL Container's new and innovative take on its popular Trimline aluminum container. The new design provides a customized shape without adding cost to the package.

The first marketer to take advantage of the eye-catching design is Zotos International for its new *Hold It! Maximum Hold Whipped Mousse*. The mousse joins an existing line of four maximum hold hair styling aids, including a hairspray, pomade, spritz and gel—all sold through beauty supply stores and distributors nationwide. For the new entry, Zotos maintained the line's existing color scheme—an intense cobalt blue with bright yellow lettering and actuator—but decided to tap into the “TrimWave™” with the new shape.

Ed Martin, vice president of sales and marketing for CCL Container Aerosol Division explains, “They were looking for something unexpected and a bit more eye-catching than what they had done before. TrimWave has a very different, high-fashion appearance; we knew it would appeal to the trendy, image-conscious audience. In a world of cans with oval shoulders this package stands out.”

The actuator, dubbed the “whipped cream spout,” is also unique—at least to the personal care products marketplace. As its name implies, the spout is used primarily in the food industry. To release the product, the container is turned upside down and pressure applied to the finger pad, activating a valve that controls product flow.

The *Hold It!* container is 53 mm in diameter and 190 mm tall. According to Martin, the company is currently working on a 45 mm version with other sizes to follow. “We are continuously looking for ways to differentiate customers' products through the use of distinctive containers that are economical to produce. The TrimWave is a great example of our technical team thinking outside the box and coming up with something new without adding cost.”

Zotos International is a professional beauty industry leader that manufactures and markets a full range of hair care, texture service and hair color options for today's salons and salon professionals.

It is wholly owned by Shiseido International Corporation, a subsidiary of Shiseido Co., Ltd. of Tokyo, Japan, an international manufacturer of fine fragrances, skin care and cosmetics.

CCL Container Aerosol Division 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's "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.

For more information on CCL's products and services, please contact:

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