

PRESS RELEASE

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MORE “FIRSTS” FROM CCL CONTAINER EARN WORLDSTAR ACCLAIM

Hermitage, PA – CCL Container, North America’s leading producer of impact-extruded aluminum packaging, continues to receive world-wide recognition for its industry firsts, receiving two Worldstar awards at the Worldstar Packaging Organization (WPO) annual dinner event. Both of CCL’s Worldstar Packaging Awards were won for innovative aluminum containers, and both represented packaging “firsts” within major industries.

CCL was honored for the first sun care product line ever sold in a pressurized bag-on-valve aluminum container combination. The package utilizes CCL’s bag-in-can Advanced Barrier System™ (ABS). ABS secures the formulation in a hermetically sealed, laminated pouch that separates it from the pressurizing agent. The result - only pure product is dispensed. Additionally, the system allows the product to dispense at all angles, a major advantage for sun care products and other forms of body spray.

In another major category, CCL was honored for its aluminum crown finish beer bottle designed for regional brewer Pittsburgh Brewing Company’s flagship lager, Iron City, and its sister-brew, Iron City Light. Iron City Lager was the world’s first beer to convert from a glass bottle to an aluminum bottle, putting CCL at the forefront of the movement by brewers to utilize impact-extruded aluminum in lieu of glass bottles. The extensive press coverage that surrounded the introduction of the new CCL container included a *Wall Street Journal Marketplace* front-page

story, coverage in *TIME* magazine, and *Most Viewed Photo* and *Most Emailed Article* on Yahoo. Most recently, Molson Canada has introduced *Molson Kick* in CCL's aluminum beer bottle. In addition to premium product appeal and the higher price point that can be set by marketers, the new aluminum bottles are lighter, unbreakable, resealable, fast-chilling, and recyclable.

To qualify for Worldstar recognition, both of the CCL Container winning entries first won Ameristar Package Awards. This was, in fact, the fourth year in a row that CCL was honored at the Ameristar Awards, honoring the year's best packaging based on creativity, innovation and excellence. In the Ameristar competition, CCL was recognized for Febreze Air Effects, which represents still another category first. Febreze is the first air-sanitizing product ever marketed in a shaped aluminum aerosol container. Traditional containers in this category had simple round or oval shoulders, whereas shaped aluminum packaging allows for greater customization, increasing on-the-shelf distinction.

According to CCL Vice President of Sales and Marketing, Ed Martin, the Febreze packaging solution represented advancements beyond the obvious. "The unique bullet-shaped Febreze packaging includes a proprietary high performance internal lining," said Martin. "This allows for aggressive product formulation on the part of manufacturers." In addition, the ergonomic 59mm Trimline™ design of this CCL container represents an advancement in production efficiency. As Martin explains it, "Previously, shaped aerosol containers had been produced at high speed but in smaller diameters. Proprietary production techniques here at CCL allow us to produce larger containers at higher speeds."

Martin went on to express the pride every CCL employee feels in being honored for the company's landmark achievements in the world of packaging, but made it a point to keep the accolades in perspective. "It is an honor to be acknowledged for our commitment to innovation and outstanding design," said Martin. "However, our ultimate goal is to help manufacturers give their products a competitive advantage and help marketers differentiate those products in a crowded market place."

Worldstar, the pre-eminent international award in packaging sponsored by the World Packaging Organization (WPO) based in Sweden, has been setting standards of excellence for the packaging world. Worldstar awards are only presented for the design and production of packages that have won recognition on a national level. Final winners are selected based on the judges' consensus that a package is superior in its own right, and superior in execution or innovation in comparison to the other entries in its class.

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

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