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Aluminum bottles sparkle in North American markets



CCL Aluminum Bottles: Endless Possibilities

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Aluminum Bottles Splash Down in the Drink Market

Aluminum bottles received their biggest push to date for commercial acceptance by North American beverage manufacturers when Snapple and Vincor launched drinks in bottles designed by CCL Container.

Snapple Beverage Group is packaging its Mystic RE™ energy drink in a specially designed 14-oz. resealable aluminum bottle, while Vincor is using CCL's 500-ml straight-walled bottle for its Tabu line of vodka-based beverages. Chill-retention, light weight, stylishness, and product differentiation are just a few of the factors the beverage marketers cite for their decision to package their drinks in the aluminum bottle.

Mystic RE™ Energy Drink

The container developed for Mystic RE™ energy drink comprises an aluminum bottle with a resealable metal lug cap that fits snugly into a plastic sleeve. The impact extruded aluminum bottle was shaped inward, outward, then inward again to create an opening for the plastic sleeve, resulting in a curved neck that gives the bottle its distinction.

"The real attractiveness [of the aluminum packaging] is that the metal can be shaped and resealed," comments Ed Martin CCL vice president of sales and marketing. "Plastic doesn't have a premium feel; aluminum and glass both do, but aluminum doesn't break," he adds.

The innovative bottle delivers "great shelf impact and a premium-quality impression," enthused Susan Chirico, Snapple's director of packaging. She cited the package's resealability and high-quality graphic capabilities as offering Snapple a "significant point of difference" from other products both within and outside the energy drink category.

"This is the first time this kind of product has been presented in the U.S. in an aluminum bottle," adds Judy Klym, marketing communications manager for Mystic Brands. She added that, besides its distinctive look and feel, aluminum offers significant performance advantages over traditional glass

containers—not the least of which is the fact that the 14-oz. bottle cools fast and stays cold because it's aluminum.

The "Pop" That Reassures

CCL's research and development group collaborated with a cap manufacturer to meet the technological challenge of combining an impact-extruded aluminum bottle with a resealable lug cap, which had previously been used only with glass.

It was then gloss over-varnished to give the container its shine and scuff resistance.

CCL's Ed Martin believes the aluminum bottle is poised to come of age commercially. "We had to take some calculated risks to launch the package on time, but CCL has commercialized the first impact-extruded aluminum bottle soft drink package in the world," he comments. "Looking forward, we believe that there is a bright and shiny future for this package type in the beverage industry."

Tabu "Forbidden Fruit"

Canada-based Vincor International has introduced the first of its Tabu line of vodka-based beverages, "Forbidden Fruit," in a brushed aluminum, long-neck bottle topped with a traditional crown cap. The 500-ml bottle is a product of CCL Container.

A key component in the marketing mix for Tabu is the bottle's "radical-chic" look.

Although a voluminous container (500 ml works out to just under 17 oz.), the 59-mm diameter (2.3-inch) bottle Vincor chose allows for a comfortable fit for both male and female hands. The elegant long neck is unique to the line.

"With all the other low-alcohol products in glass or plastic, an aluminum bottle offers a distinctive and stunning presentation," says Vincor brand manager Chris Pfeifer. "When you add graphics that are equally unique, you have a product that offers significant shelf appeal."

According to Pfeifer the packaging had to be sophisticated but subtle and include a graphic element that creates a glow around the Tabu logo when held up to the light.

"This will be the first aluminum bottle used for refreshment beverages in Canada," Pfeifer says. "Everyone who has seen it loves it—distributor orders are coming in based solely on the packaging. They saw the bottle and knew it would be picked up."



Photo: CCL Container

"The cap features a specially designed lining that forms a snug vacuum seal with the rim of the container during the cooling process," says CCL's director of R&D, Mark Goda. "This results in the familiar pop with the first turn of the cap. For the consumer, it's a reassuring sign of product purity."

The bottle's attractive graphics were applied in-line as part of the manufacturing process. The container was decorated using a customized metallic base coat. After base coating, it was run through a state-of-the-art in-line seven-station printing unit. The bot-

When A Spirits Marketer Wanted Innovation And Style,

*Our Bottle Drew
Shining Admiration.*



When Vincor International needed an eye-catching package for its new line of vodka-based beverages, it turned to CCL Container. The result? Vincor's Tabu™ made a stunning debut in CCL's radical-chic, long-neck aluminum bottles—and these beauties have been turning heads ever since.

When your product has to dazzle at a glance, high-impact aluminum bottles from CCL really sparkle. Distinctive, hard working and efficient, these sophisticated and versatile containers are available in a wide variety of shapes, sizes, finishes and designs. Give us a call and find out how CCL's lightweight, recyclable, and durable aluminum bottles help put a shine on your bottom line.

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More Success Stories from CCL

From Elements™ to Real Energy...

The Snapple Beverage Group gets its bottles to deliver a powerful message for its Elements™ product line.



The world's first soft drink in a unique-shaped aluminum bottle, Mystic RE™, was honored with Ameristar and Worldstar Packaging Awards.

Also From CCL

Our Aluminum Bottle with the CT-38, Continuous Thread Finish

