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Media release

AEROBAL World Aluminium Aerosol Can Award 2021 Focus on sustainable concepts, printing and finishing, marketing and design

AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, held its much-acclaimed competition for the world's best and most innovative aluminium aerosol cans also during the second year of the pandemic. AEROBAL Secretary General Gregor Spengler said he was pleased to find that the innovative strength of the industry had not diminished at all, despite the particularly challenging situation during the crisis and the difficult market situation overall. The members of the international jury also witnessed this achievement. Nine renowned journalists from globally recognised packaging and aerosol industry magazines selected the winners of the World Aluminium Aerosol Can Award 2021.

As this year's winner in the category of aluminium aerosol cans already on the market, the jury chose the cans manufactured by Trivium Packaging Argentina for Cocinero Fritolim Oliva and Clasico. Cocinero Fritolim Oliva is an edible oil spray that aims to offer health-conscious consumers both quality and controlled portioning. The spray gives consumers who want to take in fewer calories more control over the distribution and application of the oil. This ultimately means less oil is consumed and calorie intake is reduced. The oil comes in three different flavours: Clasico, Oliva and Butter. For each variant, an exemplary design concept highlights and emphasises the product's iconic brand image: there is a handsome-looking man in an apron and chef's hat who is smiling at the consumer. Eye contact involuntarily engages the viewer's attention; at the same time, the handsome man gives the product and the brand an unmistakable face in the true sense of the word.

When designing the packaging it was of paramount importance to achieve this iconic look perfectly. But, given the shape of the can, this also presented a real challenge at the same time, and this was mastered excellently. In the graphic pre-production phase, the distinctive face had to be created precisely in such a way that it would appear perfectly and correctly proportioned despite the deformation of the can during the manufacturing process. The sophisticated appearance was achieved optimally. Other design elements of the winning cans are also striking and eye-catching: a powerful green and a dominant red, which were also consistently picked up in the colour of the respective cap, stand for the different types of oil. Another key to the brand's success is the use of sustainable materials. Cocinero therefore uses infinitely recyclable aluminium cans with recyclate content. Overall, the cans thus stand for health consciousness, attractiveness and sustainability, which is completely in keeping with the company's mission.

The winners in the Prototype category were two aluminium cans, 'Save the Earth' and 'The Matrix', intended for self-marketing purposes and manufactured by CCL Container from the USA. The US manufacturer cooperated with Sun Chemical to develop and produce these attractive aluminium cans with their remarkable and novel spot varnish ink technology. CCL was thus responding to strong interest on the part of its clients for the new option this printing technology offers and their desire for new ways to design aluminium cans. As can be seen from the two prototypes, the commitment, investment and work has paid off. The strong

contrast in visual perception between the matt and glossy areas fascinates at first sight and ensures an outstanding presence on the shelf.

The special feature of this promising technology is at the same time a special challenge: it no longer uses a traditional varnish in the conventional sense. Instead, it is integrated into the printing ink as an additive and then develops its function. Deformation of the can would be extremely difficult without a varnish – whether of the traditional type or as an additive in the printing ink. The varnish also protects the cans from scratching, chipping of the printing ink, abrasions and other signs of wear. The extraordinarily successful and fascinating appearance of these two award-winning prototypes gives an idea of the fantastic opportunities made possible by this technology: exciting aluminium cans as irresistible eye-catchers at the point of sale, attracting lots of attention and optimising the glamorous appearance of products and brands via their spectacular design.

In the Sustainability category, the aluminium can from Cien Deo, which is produced by German can manufacturer Tubex, came out on top. According to the manufacturer, the winning can is the first aluminium aerosol can printed with an eco-friendly and sustainable printing ink. The ink used is free of mineral, palm, soybean or coconut oils and thus contributes to protecting the rainforests of our Earth. Furthermore, no genetically modified organic substances are used and all binders are based on renewable sources. Additionally, the printing ink is not subject to mandatory labelling thanks to its natural ingredients.

In addition to the impressive environmental performance of the printing ink used, the winning can also offers a whole range of other positive aspects and eco-friendly properties when it comes to sustainability. These include a patented alloy that leads to a further weight reduction of six per cent compared to the can used previously. Moreover, the use and processing of aluminium packaging from the Yellow Bag or Yellow Bin system allows the integration of 25 per cent certified PCR material in the can. Finally, a water-based coating lacquer reduces the use of solvents by an impressive 60 per cent. When all this is taken together, Cien Deo's can should indeed be one of the most sustainably produced aluminium cans currently on the market and explains why it was awarded a prize for sustainability by the jury.

“The issue of sustainability continues to play the central role in the aluminium aerosol can industry and, of course, in packaging in general,” explains AEROBAL Secretary General Gregor Spengler. “It's remarkable and satisfying to see that even in times of crisis, the efforts and investments of our member companies have not diminished at all when it comes to sustainable concepts. Looking at this year's competition, it rather seems to be the case that our industry is once again stepping up its efforts to create eco-friendly and environmentally compatible packaging solutions.

But that's not all. The World Aluminium Aerosol Can Award 2021 has also produced impressive and ground-breaking ideas in printing, decoration and finishing that will open up additional opportunities for designers and marketing specialists and further boost the role of the aluminium aerosol can in global packaging markets.”

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