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Media release

AEROBAL presents winners of the World Aluminium Aerosol Can Award 2024: Fascinating designs, technical innovations and excellent marketing

In 2024, AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, once again held its prestigious World Aluminium Aerosol Can Award competition. The winners were selected by an international jury of trade journalists from leading can and packaging magazines in the categories 'Aluminium aerosol cans already on the market', 'Prototypes' and 'Sustainability'. Thanks to the high quality of the competition and the expertise of its judges, the AEROBAL Award has established itself worldwide as a reliable indicator of the excellent performance level of aluminium aerosol can manufacturers.

There were two winners this year in the category '**Aluminium aerosol cans already on the market**': **Trivium Packaging USA** and the Turkish manufacturer **Aryum**.

Aryum has produced the winning can for a premium men's non-gas perfume from J. Company. J. is Pakistan's premium fashion and fragrance brand designed by J. Junaid Jamshed Pvt Ltd. for the deceased musician and fashion designer of the same name. Looking for an innovative aluminium can solution to their new non-gas perfume projects, the company opted for Aryum's innovative can technology „360° Embossed Shaping with Oriented Printing“. Thus, the brand "J." has been highlighted by a square embossed shape. This alone gives the can a unique characteristic, and the tactile experience of the all-round shaping does the rest. As the artworks of the men's perfume range have been designed with attractive colours and designs, the brand has been differentiated from the main looks and highlighted by the embossing shape. The result is amazing. The successful design concept gives the entire range, as well as each individual fragrance note, an individual and impressive appearance. In addition to the strong colours, this is ensured by the strikingly designed names of the different fragrance variants, which almost develop their own logo character with a high recognition value.

The second winning can was produced by **Trivium Packaging USA** for Grand Tongo from Newport Beach in California. With its cutting-edge approach to insect repellent, Grand Tongo has redefined the category, offering consumers an effective and environmentally conscious product. The 50x165 mm aluminium aerosol can with a flat shoulder is a great example of technical innovation reflecting the brand's commitment to excellence and sustainability. The can's design is a result of meticulous research and development, focusing on user-friendliness and environmental impact. One of the most notable features is the use of aluminium. The can's technical aspects are equally impressive. Grand Tongo has incorporated a bag-on-valve system that allows a fine mist spray, delivering the repellent effectively and efficiently. This system minimizes waste and ensures that each application is consistent, enhancing the user experience. The design of the can also includes a twist-lock cap that prevents accidental discharge, making it safe for transport and storage. The clear design of the cans perfectly conveys the philosophy of the product and brand through their almost purist and natural look. In addition, the decent use of colour accents visualises the different fragrance variants and facilitates intuitive orientation for consumers.

Nussbaum from Switzerland took first place in the '**prototypes**' category. The 15 bar aerosol cans with a diameter of 40mm, which are equipped with an innovative segment thread and matching screw caps, set new standards in terms of safety, user-friendliness and sustainability. The cans with standardized 1-inch opening are perfectly compatible with established accessories such as spray nozzles and valves. The clever segment thread facilitates the simple and secure attachment of a screw cap that prevents

unintentional spread of the contents – neither during transportation nor in daily use. Even if hit by a strong force during transport, the resistant screw cap reliably protects the contents and at the same time prevents the nozzle from being unintentionally triggered. The excellent seal also protects against moisture and dust, which is ideal for special applications. Thanks to the special segment thread, the aerosol cans can be easily used with dispensers and special adapters. Flexible and versatile, they adjust to individual requirements in the cosmetics, pharmaceutical, personal care, household, and industrial sectors. The screw caps are recyclable and thus comply with the high standards of the company in every aspect of the design.

In the **'Sustainability'** category, an aluminium can for the 'Best of the Best' deodorant from Adidas was the winner, which was produced by **Trivium Packaging Brazil**. This deodorant project was a partnership between Adidas and the Champions League, licensed by Coty Global, to bring Adidas consumers closer to the biggest football competition in Europe. The artwork was created with the global team in partnership with Adidas and replicated in all world markets. Produced by Trivium Packaging Brazil, the can's technical challenges and sustainability credits are noteworthy. The can design highlights fine detailed „fingerprints“ on the front of the can, in pink, with the fusion of the background blue. Trivium developed two special blues, so that when one was superimposed over the other, there is no visual marking, but rather a smooth passage. To ensure the elements stood out against the background, special inks were used, bringing more shine and prominence to the elements. The 45x148 mm can with flat shoulder was developed using PivotAL™, a proprietary advanced aluminium alloy containing up to 25% recycled content and produced through an innovative process where the aluminium is used in the liquid phase. This removed the need to melt ingots as in the traditional process. The alloy was produced utilizing renewable energy, thus ensuring lower carbon emission rates. Additionally, the internal varnish used was reduced by almost 50%, which also contributed to the packaging's smaller footprint in greenhouse gas emissions.

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