

15 August 2022

## Media release

### **AEROBAL World Aluminium Aerosol Can Award 2022**

#### **Compelling designs and cutting-edge sustainability for utmost consumer satisfaction**

AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, published the results of its much-acclaimed competition for the world's best and most innovative aluminium aerosol cans. Experts from nine globally renowned packaging and aerosol industry magazines selected the winners of the World Aluminium Aerosol Can Award 2022.

As this year's winner in the category of aluminium aerosol cans already on the market, the jury chose a can manufactured by Trivium Packaging Brazil for Rexona. As the official dance partner of Now United, Rexona's graphics showcase bright vivid colours and express the values of the group, instilling confidence that the product provides the protection consumers need to move as they want. The design reflects the fans' desire to see the members of Now United on the can. The challenging design required a significant level of hands-on work to ensure the faces were of the highest quality in printing, all while maintaining Rexona's brand positioning, group approval, and technical feasibility. The visuals celebrate the group members, movement and dance. Rich in details, their faces and bodies are overlaid with colours and graphics, a challenging technical design aspect that required Trivium to capture all the nuances of expressions using 8-color dry-offset technology. The aluminum packaging was launched using an advanced alloy developed by Trivium that contains recycled content and allows light-weighting and contributing to reduced consumption of aluminum with sustainable impacts on the overall supply chain. In addition, the deodorant can's design includes a QR Code, that connects consumers with a new exclusive dance content hub, a new media platform that allows for the intrinsic connection between brand, product, and content.

In the Prototype category the Jury awarded an innovative packaging solution produced by Ball Aerosol Packaging. The can represents a new era of sustainable packaging grounded in the mission to re-define aluminum aerosol packaging by re-imagining, re-thinking, re-building and re-placing the current landscape of aerosol packaging. Ball has achieved a 50% reduction in carbon footprint compared to a standard aluminum aerosol can and launched its most sustainable aerosol can to date. The "re:gen" can demonstrates what can be achieved when thanks to ReAl®, Ball's proprietary and patented alloy composition, 50% recycled content and low-carbon primary aluminum sourced from renewable energy sources like hydroelectric power, which generates 75% less CO<sub>2</sub>e compared to global average for aluminum production, are combined. The cans produced are up to 30% lighter, compared to a standard aluminum aerosol can, while retaining strength, structure and package integrity. The impact of light-weighting is significant; less weight and less raw material means considerably less energy used in production and transportation. Ball is committed to providing globally impactful solutions and the "re:gen" cans, which are available on a global scale, are no exception. Ball continues to take a holistic approach to identify opportunities throughout the product lifecycle and in doing so, delivers innovative packaging solutions that will help people live more sustainably and improve the health of the planet.

The winner in the Sustainability category was the "AVEO" aluminium aerosol can, which is produced by German can manufacturer Linhardt. Linhardt's aerosol cans are made of fully and infinitely recyclable aluminium. Recycling of aluminium consumes only about 5% of the energy needed for the production of primary aluminium. In fact, around 75% of all aluminium ever produced is still in use today. One way to keep the valuable aluminium in the loop is to use recycled aluminium for new products. Linhardt's new aerosol cans for the German drugstore Müller's private label brand AVEO



---

## International Organisation of Aluminium Aerosol Container Manufacturers

consist of 100% post-consumer recycled aluminium and thus have a significantly lower carbon footprint than comparable standard cans. The rolled strips for Linhardt's slugs are cast directly from the molten aluminium scrap eliminating both the energy-consuming second melting process and the transport from the re-melter to the slug producer. The AVEO cans are decorated with mineral-oil free colours, with a possible exception of gold- and silver-coloured decorations. A reasonable combination that further contributes to the can's overall sustainability.

Gregor Spengler, AEROBAL's Secretary General was extremely satisfied with this year's award: "It is excellent to see that AEROBAL members have convincing answers to customers' demands for increased sustainability, compelling designs and more interactivity between packaging and consumers thanks to cutting-edge production technology. The innovative spirit of AEROBAL members allows them and their customers to stay ahead of the pack when it comes to the development of innovative, resource efficient, consumer-friendly and eye-catching packaging. All this makes me confident of a bright future for aluminium aerosols."

### Contact:

Gregor Spengler

Head of Packaging – Recycling – Sustainability at Aluminium Deutschland e. V. (AD)

AEROBAL Secretary General