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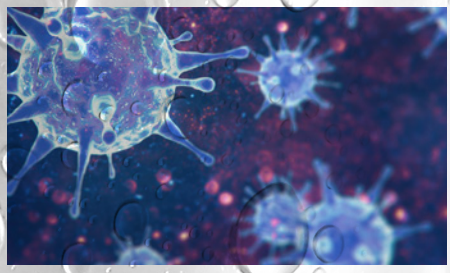

CANS AND CORONAVIRUS - WHAT DO CONSUMERS WANT?

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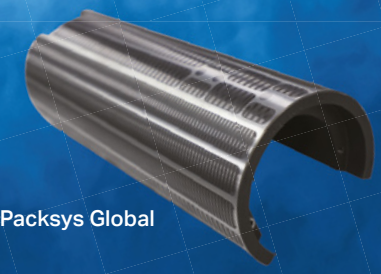

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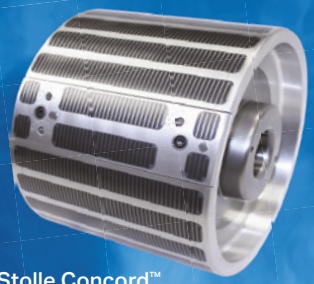

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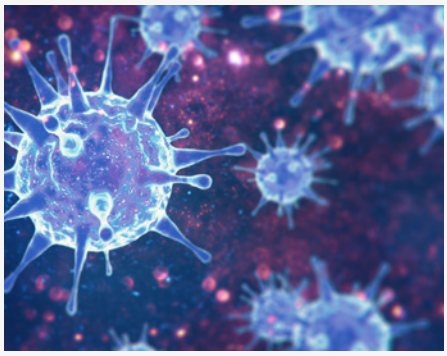

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FOR A SUSTAINABLE FUTURE, BALANCE MUST BE STRUCK BETWEEN PLASTICS AND CANS

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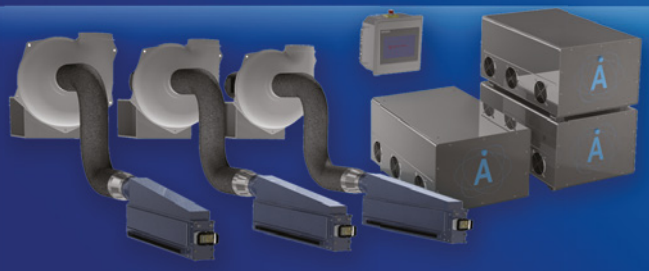

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WELCOME

Hello, and welcome to our third and freshly re-designed edition of the printed Canmaking News Annual, a carefully chosen and curated selection of the best news stories, features, and industry updates from across 2020.

For what has been for all a challenging and difficult year - personally, professionally, and commercially - we need only look back on the incredible developments, innovations and initiatives from across our industry to see how much resilience, drive, entrepreneurial spirit, and simple goodwill there is which is driving the sector from strength-to-strength.

The overhanging spectre of Covid-19 many would have thought would have at least squeezed the industry, however on the contrary, we have seen near record levels of sales, investments, expansions, hires, and commitments to the future, making our outlook for 2021 more promising than ever. Here at Canmaking News we seized the opportunity for change, with many improvements to user experience on our online magazine, a snappily-designed new logo, increasingly rapid, industry leading news updates, and a fresh perspective on our feature articles.

Of course, much of this is owed to a new and expanded team at the magazine. In addition to myself as Publisher and my previous support, you will have seen articles and stories run by our new Senior Reporter, James Gittings, who has joined in an editorial capacity, and much of the new branding of the website as well as this year's annual is owed to our new Brand Consultant, Jed Backhouse. Thanks also to Jill Faulds, at Faulds PR, and Andrew Fellows (research) for their contributions.

In such a social, people-led industry, with connections, networks, and long-term business associations which for many make up the lifeblood; the lack of the usual raft of conferences, exhibitions, drinks, dinners and other various events will surely have been hard on many of us. It remains to be seen whether the online, digital, Zoom way of operating will replace or supplant what has been the norm for so long, but for now we try our best. However, I very much hope to see many of you at some point in 2021, as restrictions ease and the threat of this pandemic abates. Until then, I wish you a Happy New Year.

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JANUARY

MOVERS AND SHAKERS

STEEL PACKAGING TO PLAY A KEY ROLE IN HELPING BUSINESSES AND GOVERNMENTS TO ACHIEVE TRUE CIRCULARITY

6TH JANUARY

Ahead of the 2020 edition of ADF&PCD and PLD this month, Alexis Van Maercke, Secretary General of APEAL, has shared his thoughts on the future of steel packaging in Europe and in the cosmetics and perfume sectors.

APEAL, the Association of European Producers of Steel for Packaging, is a federation of the five major producers of steel for packaging in Europe. Its members include ArcelorMittal, Liberty Liège-Dudelange, Tata Steel, Thyssenkrupp Rasselstein and U.S. Steel Košice, who in total employ over 200,000 workers in Europe, 15,000 of whom are employed directly the production of steel for packaging across 11 dedicated manufacturing sites. APEAL works to ensure recognition of the benefits of steel packaging, particularly the opportunity it presents to make a positive environmental choice and cut waste.

With his impressive background, Alexis Van Maercke is therefore arguably very well placed to identify the key challenges for the steel sector in 2020. He said 'In the last five years, the packaging landscape has changed dramatically. The dual challenge of achieving the aims of the Circular Economy Package and driving sustainability across all packaging formats is as high on the political agenda as it ever has been.'

However, Van Maercke also recognised that much of the current sustainability debate tends to focus on the first-time production of steel, plastic, or other packaging materials. He continued, 'such linear economy thinking is outdated and ignores the fact that steel can be recycled over and over again, infinitely, with up to 70% energy savings each time'.

Latest figures have shown that 80.5% of steel packaging is currently recycled and this is true for all the product segments of steel packaging – from cans used for food and beverage, to aerosols and other personal care and cosmetic products – making steel the most recycled of all primary packaging materials and the most recycled material in the world. Van Maercke concluded, 'faced with the changing needs of society and the environment, steel for packaging can play a key role in helping businesses and governments to achieve true circularity. The sustainability credentials of steel make it the ideal packaging material for a global aerosol market looking to maximise real recycling and minimise waste'.

Alexis Van Maercke will speak in the ADF Talks theatre at ADF&PCD and PLD Paris 2020 on Thursday 30 January.

AUSTRALIAN BREWERY STOPS BEER PRODUCTION TO PROVIDE WATER RELIEF

24TH JANUARY

Australia-based brewery, Cascade, has contributed to the bushfire relief efforts, halting beer production at the Hobart based plant, in order to donate 120,000 cans (or 50,000 litres) of water to communities that have had their drinking supply affected by the bushfires.

This is the third time Cascade's parent company, Carlton & United Breweries, has stopped beer production in order to undertake a water handout as part of its Disaster Relief Program, the first of which started in December 2018 and again in August 2019.

Casade Brewery Manager Anita Holdsworth explained the operational change. "It's actually quite simple; we turn off the beer supply lines, clean out one of our tanks and fill it with water. The only major difference between beer and water production is that we don't use CO2 so there's a little less pressure in the cans," she said.

"Contrary to what you might think it's actually a lot harder to put water into a can than it is to put beer into a can. The cans end up quite soft

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and it's a bit harder to get them through the machines but once we've finetuned the system everything seems to run quite smoothly," Packaging Team Leader Xander said.

CUB spokesperson Reid Sexton says it makes sense to help out. "We're proud that we can be playing a small part in disaster relief efforts for communities across Australia. Obviously, a program such as this is a logical focus for us. We have water, a critical part of our brewing process, we have the canning capabilities and we have the transport networks to make something like this work," he said. "This is just a Tasmanian thing. So while this is an Australia-wide program, every one of our water cans is made right here at the Cascade Brewery."

www.cascadebrewing.com

FEBRUARY

BALL REPORTS IMPROVED 2019 RESULTS

12TH FEBRUARY

Recently released results from Ball corporation show the firms 2019 net earnings have seen a significant increase from 2018's results, from $775 million, to $861 million. Over the last year, global beverage volumes have increased by 5%.

Importantly, the results reflect the 2019 sale of the company's Argentine steel aerosol business, Chinese beverage can assets, and the 2018 sale of the company's U.S. steel food and steel aerosol business.

"With global customer and consumer demand for aluminum packaging solutions continuing to outpace existing supply, our previously announced aluminum beverage can and cup projects will add at least 8 billion units of capacity by the end of 2021," said John A. Hayes, Chairman, President and Chief Executive Officer.

"Throughout 2020, our focus will be on execution through improving our operational excellence and customer service, amplifying the sustainability benefits of aluminum packaging, and executing beverage and aerospace investment projects. In the near- and long-term, our business portfolio is well positioned to deliver on our financial goals and increase shareholder returns for many more years."

Commenting on the overall outlook for Ball Corporation, Scott C. Morrison, Senior Vice President and Chief Financial Officer, said:

"In 2019, we met our goals of generating nearly $1 billion in free cash flow and returning in excess of $1 billion to shareholders, in addition to investing $600 million to expand our capabilities and initiate multi-year plans to increase our global beverage can production. The company continues to operate from a position of strength with earnings growth and cash flow to support disciplined growth investments and consistent return of value to shareholders in the range of $1 billion in 2020."

Ball has made headlines in recent months due to the success of their infinitely recyclable aluminium cups which are fast becoming the go-to cup option for stadiums and national events alike. Hayes added that being a leader in sustainability was very much in the firm's future plans for

growth as Ball begins to build on the success it has seen so far.

"We are building our future today. Managing the growth in our existing businesses, being the sustainability leader, enabling the go-to-market strategy for our new aluminum cups business, and executing our disciplined capital allocation strategy is an exciting way to embark on 2020 and beyond. We look forward to delivering long-term diluted earnings per share growth of at least 10 to 15 percent, increasing EVA dollars generated on a growing invested capital base and returning significant value to shareholders," Hayes said.

www.ball.com

LARKFIRE LAUNCHES WILDWATER IN CANS

19TH FEBRUARY

Larkfire, the 'whisky for water' premium brand has launched Wild Water, a canned water for whisky, in 100% recyclable cans. Larkfire is sourced on the Isle of Lewis in the Outer Hebrides, which is home to 15% of the UK's freshwater surface area.

Co-founder James McIntosh said: "The word 'lark' is evocative of a spiritual awakening – certainly something we feel when on the islands – and 'fire' gives that sense of community, of gathering around a fire to share stories, joys, sorrows, laughter and music."

These concepts are echoed in the packaging, where the 'wild water' design flows around the can. The choice of using cans rather than bottles is reflective of Larkfire's main aim of making whisky more accessible and appealing to a wider audience.

www.larkfire.com

MARCH

BRAZILIAN CRAFT BREWER MOVES TO METAL PACKAGING IN PARTNERSHIP WITH CROWN

5TH MARCH

Brazil-based craft beer brand Bierland has collaborated with Crown Embalagens Metálicas da Amazônia S.A., a subsidiary of Crown Holdings, Inc. to package 100% of its product portfolio in the beverage cans. The craft brewer will aim to expand its regional reach, enhance accessibility for consumers and respond to changing market demands.

Advantages of beverage cans include an airtight hermetic seal, which provides temperature regulation and prevents premature spoilage from heat, light or oxygen—critical for preserving the flavour profile of craft beer—and portability, which facilitates on-the-go, convenient consumption. Recognising the growing popularity of outdoor activities and events throughout Brazil, the new format will help Bierland's customers easily enjoy their favorite brews in diverse, active environments without compromising product taste or quality. Bierland also moved to cans for their robust sustainability platform

"This was a critical step for Bierland, as we are one of the pioneer brands in the production of craft beer in Brazil and one of the most awarded breweries in the city of Blumenau, located in the southern state of Santa Catarina and nationally recognised as the Brazilian beer capital," said Eduardo Krueger, Co-Founder and Director, Bierland. "The market has been showing great acceptability for this packaging, and the format has grown to become a global trend."

The metal packaging launch includes eight flavor varieties: Bierland Pilsen, Bierland Weizen, Bierland IPA, Bierland Vienna, Bierland Stout, Bierland Strong and the recently released America Pure Malt Pilsen and the Cocktail Classic Red Wine, a mixed ready-to-drink cocktail beverage. All SKUs are packaged in standard 350ml, 204.5-diameter cans. When selecting a partner to supply beverage cans, Bierland engaged Crown for its expertise in the format and robust presence in South America.

"We couldn't think of a better company to team up with to execute this exciting transition to cans," said Rubens Deeke, Bierland's Executive Manager. "We were referred to Crown by one of its customers and were aware of the Company's strong relationship with other craft beer and beverage brands throughout Brazil. We are committed to solely

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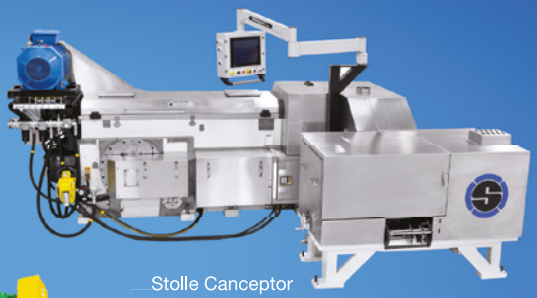
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working with Crown as we take the Bierland brand to new heights."

When designing Bierland's new packaging, Crown provided guidance on graphics, inks and finishes, as well as the nuances of printing on metal, to create eight different labels. The use of various "premium" enhancements, like matte varnishes, also helps deliver a tactile and visual experience to engage consumers and enhance brand differentiation.

"Crown was eager to help Bierland build its brand through the adoption of metal packaging," said Fabio Braido, Commercial, Crown Embalagens Metálicas da Amazônia S.A. "Through this transition, Bierland has demonstrated its forward-thinking nature and desire to design the best brand experience possible for its customers. These characteristics align closely with our own core commitment to helping our customers innovate, evolve and foster lasting connections. We look forward to further collaborations with Bierland as the Brazilian craft beer market continues to thrive."

Bierland's canned lineup is now available on retail shelves. The brewer anticipates expanding its presence from the southern region of Brazil to include new markets such as the central and northwestern regions of the country. The stackable, lightweight design of beverage cans allows the brand to transport higher product volume per shipment and reportedly increase its output by three times its current levels.

www.crowncork.com

CORONAVIRUS DETECTED ON STAINLESS STEEL FOR UP TO 72 HOURS, SAYS STUDY

31ST MARCH

A study from Princeton University and the USA National Institutes of Health (NIH) has claimed that

COVID-19, more commonly known as Coronavirus, could be detected for up to 72 hours on stainless steel after it first came in contact with the metal. However, the authors have said that caution should be exercised when examining the findings of the study.

Whilst the study is in its initial stages and shouldn't be used to guide best practice, it does represent an important step towards a greater understanding of the virus that has devasted economies and forced millions of people worldwide to remain on 'lockdown'.

FEATURE

CELEBRATING 85 YEARS OF THE CAN

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Marking 85 years of the can, Senior Reporter James Gittings gives us a brief history lesson in the origins of its modern iteration, and how now more than ever its value, versatility, and industry innovation helps towards a more sustainable future.

Never before have the issues of economic and environmental sustainability, conservation, health and nutrition, hygiene, food security, and rapidly evolving and increasingly demanding consumer trends been of such relevance to the packaging and FMCG sector as now. With 2020 seeing the Australian bushfires highlight the real impact of climate change, global trade wars threatening supply chains and increasing tariffs, ongoing concerns about global food shortages, and the ongoing novel Coronavirus pandemic throwing the world into turmoil, our industry could be seen as a litmus test in how best to react to these disruptive phenomena, and one that can provide solutions to a number of these global issues.

For those outside of the metal packaging and canmaking sector, it would scarcely be a blip on their radar that the humble beverage can saw its 85th anniversary this year. However we should take this milestone as an opportunity to highlight and celebrate that now more than ever the relevance and rapidly increasing importance of cans and makers' role in working towards a sustainable future.

Though the beverage can as we know it today wasn't developed into a useable and marketable receptacle until 1935, the practice of metal packaging for food, of course, goes back much further, with the first patent of a sealed can to preserve foods awarded to an Englishmen in the early nineteenth century. How this revolutionised the entire concept of food and provision preservation cannot be understated – prior to this, smoking, drying, salting or brining meats and fish were the only means available to make food last for sailors on long voyages and soldiers on campaign. Vegetables and other nutrient rich foods were simply not possible to transport for longer than a few days, leading to scurvy and other such malnutrition-related illnesses. Fast forward 125 years of innovation and design to the Gottfried Krueger Brewery in 1935 Virginia, and now we see the first beverage can rolled out to the public, with the Felinfoel Brewery of Llanelly, Wales, following closely behind.

For the first time ever, a completely sealed, transportable beverage is now

available, with rapid uptake of producers around the world. And why the appeal over bottles? No one now would question this but back then it quickly became clear the benefits – lightweight, cheap, easy to stack and ship. The following decades saw innovation increase rapidly, with aluminium becoming the material of choice in 1958, the ring pull introduced three years later, and then replaced again in 1989 with the stay on tab, and then in 1990, Europe's first dedicated aluminium can recycling plant opened in Cheshire, England, thus marking a point at which the can's potential really began.

Sustainability and the circular economy

The role beverage cans can contribute to reducing our carbon footprint, reducing waste, and assisting the global move towards an environmentally-sustainable future, cannot be overestimated. With both aluminium and steel beverage packaging offering an essentially infinitely recyclable option, as well as far greater cube efficiency making carbon emissions for freight transport a lot lower than glass bottles, brands seeking to demonstrate sustainability credentials will increasingly be relying on this

important fact. CanMakers UK, Britain's trade association for the industry, highlights that it represents the most recycled drinks package in the world, with a global average of 69%, a European average of 74.5%, and a UK average of 76%. When we then note that the recycling process takes just 60 days between disposal and subsequent re-use, and that 95% of the emission and energy consumed are saved when compared to primary aluminium, the value of this becomes abundantly clear. In an age when the disastrous impact of single use plastics has become so clear, the beverage can sells itself. From a purely European perspective when looking to the future, it is estimated that by the middle of the 21st century, the amount of aluminium available for recycling could be over 70 per cent. The aluminium, and to an increasing degree steel beverage can, will be a core tenet of the circular economy as we look to the future, with many brands switching away from plastic and glass to future-proof their business.

Globally, major industry players are boasting exceptional environmental credentials, signifying the can making sector's commitment and recognition of its place in protecting and future proofing our world for generations to come. The Toyo Seikan Group's Environmental Vision typifies this – a staggered, realistic

but ambitious plan to ensure the business is contributing to create a low carbon society, a zero waste society, and a true symbiotic relationship with nature.

Naturally, considerations must be made about the impact of Covid-19, a global phenomenon of which the medium to long term fallout is so far unclear but will certainly not be contained to this year. Like many manufacturing and consumer industries, the beverage can sector will be subject to market headwinds resulting from the impact of lockdowns, supply chain disruptions, demand reduction, and a change in customer behaviour. Simon Gresty, Ardagh Group's General Manager of Metal Beverage for the UK & Ireland, and CanMaker UK's newly-appointed Chairman, recently stated that:

"The effects of the pandemic upon industry have been varied...The growth in e-commerce during lockdown has been well documented and seems set to continue as restrictions are eased. Our industry is nothing if not resilient however and continues to demonstrate its ability to adapt to serious and unpredictable market changes."

Crown has also highlighted a significantly marked increase in consumer demand, itself raising challenges purely in terms of volume of production, with the pandemic accelerating an existing trend towards a preference for canned products, a spokesperson told us. Indeed, that the beverage can's 85th anniversary would coincide with such a tragic and disruptive global event may in fact prove to be a seminal year for the industry and its future. The innovation and rigorous standards set during these times will have been fast-tracked to meet the demands of the current climate, whether this be watertight sanitation and hygiene processes with minimal human input, reduced transport of products if materials and recycling processes can be made domestically or locally, an acceleration of brands moving towards metal water packaging over single use plastic.

As consumer trends rapidly evolve, whether through conscious care for the environment or growing demand for products that are more convenient, the can making industry's continuous ear-to-the-ground approach has allowed some incredible innovation in a few very short years. Whether this be the huge popularity in specialist craft beers from both micro brews and more recently larger breweries, and most recently the growing popularity in canned wine, the sector is leading the way in this respect. Cans offer a great host of exciting design possibilities,

as well provides a total barrier against UV penetration or oxygen exchange, meaning the quality of these drinks is protected, something the discerning consumer is sure to be aware of.

The celebration of the can's 85th anniversary is not arbitrary – no industry can be blind to the reality of the world it inhabits, and with the world's issues becoming rapidly more interconnected as the global flow of goods, capital, and ideas increases, it is clear that 2020 marks a significant milestone for the can. We caught up with Nomus Consultancy's Simon Jennings for his views on what 2020 means for the can, who highlighted that:

"It cannot be denied that the beverage can is the most effective single serve package for carbonated and oxygen-sensitive beverages. Recent developments in production technology, to improve flexibility in terms of adapting can size to meet consumer needs have boosted demand. I have seen that COVID-19 has generally benefitted demand for beverage cans as at home consumption has grown. The consumers' increased hygiene demands are driving up opportunities for further product developments."

Indeed, though the issues at hand may be momentous and cannot be trivialised, we should still take this time to celebrate what has been achieved and what the future holds, and raise a can.

APRIL

PEPSICO INDIA COMMITS OVER 5 MILLION MEALS AND 25,000 COVID-19 TESTING KITS

13TH APRIL

PepsiCo India has partnered with Akshaya Patra Foundation and Smile Foundation to provide meals to millions of underprivileged families across India as part of its #GiveMealsGiveHope global programme. The firm has also partnered with the Foundation for Innovative New Diagnostics (FIND) to provide COVID-19 diagnostics kits to support the Government of India's efforts around scaling up access to COVID-19 testing.

PepsiCo India along with PepsiCo Foundation, the philanthropic arm of PepsiCo, has committed to provide over 5 million meals to support families impacted by the COVID-19 outbreak. The company is also extending support to the healthcare and diagnostic facilities, supplementing their efforts to combat the pandemic by providing 25,000 COVID-19 testing kits.

PepsiCo India has also partnered with Akshaya Patra Foundation to provide cooked meals to the underserved communities, through their centralised kitchens where they are working closely with the local authorities for distribution of meals. PepsiCo India is also joining the Smile Foundation to provide dry food rations to support meals for over 8,000 vulnerable families adversely impacted by the COVID-19 outbreak.

They are also helping with the Foundation for Innovative New Diagnostics (FIND), to provide 25,000 COVID-19 testing kits. FIND, a non-profit organisation, is the World Health Organisation's (WHO) collaborating centre for laboratory strengthening and diagnostic technology evaluation. It works closely with the Ministry of Health & Family Welfare, Government of India. These testing kits will be deployed across public and private healthcare laboratories identified by the Indian Government to scale up access to COVID-19 testing.

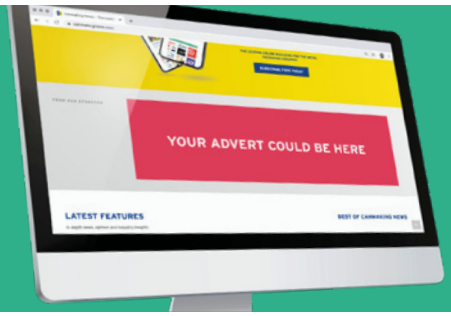
Ahmed ElSheikh, President, PepsiCo India, said, "India, like the rest of the world, is facing an unprecedented challenge. We at PepsiCo India are fully committed to supporting the nation in its fight against COVID-19. Providing meals to the economically weaker sections and testing kits to the diagnostic units are critical requirements at this stage. PepsiCo India will be activating its NGO partners - Akshaya Patra Foundation, Smile Foundation and Foundation for Innovative New Diagnostics (FIND), to provide over 5 million meals and 25,000 COVID-19 testing kits across the country."

He added, "PepsiCo India stands committed to lending its full support to both the Central and State Governments in their fight to collectively overcome the global health challenge."

To further mobilise funds, the company has launched a double matching gifts programme which involves its employees also lending their support to communities that are impacted by COVID-19. As part of the programme PepsiCo Foundation will match all employee donations by two-fold and give the total accumulated fund to the NGO partners working with the company.

PepsiCo globally has announced its commitment to fight the coronavirus pandemic. The major focus of this global effort includes providing protective gear to healthcare workers, testing and screening services as well as providing 50 million meals through various partnerships.

www.pepsicoindia.co.in



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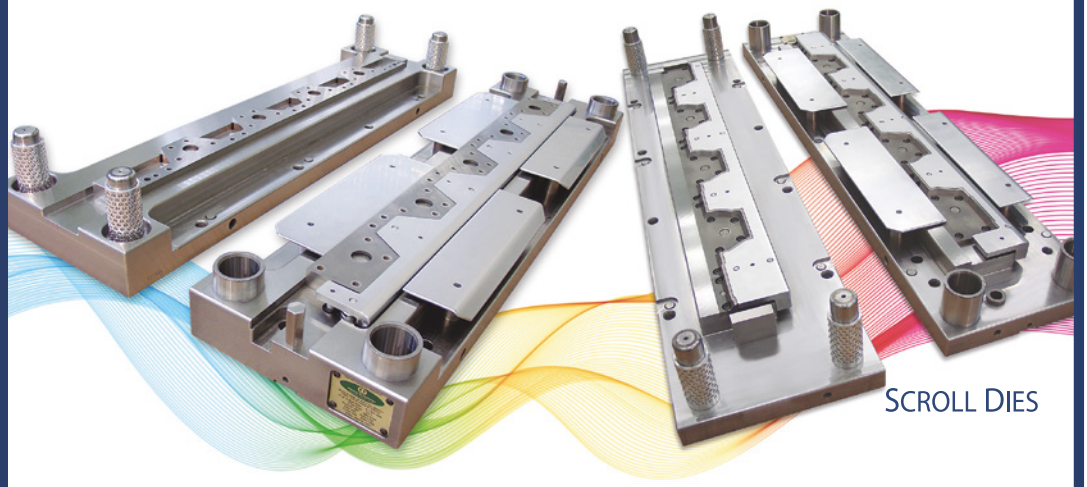
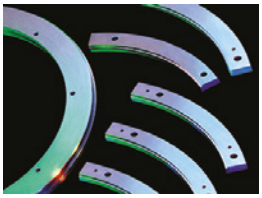
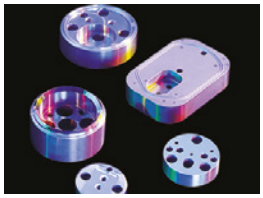


SCROLL DIES

CURLER TOOLING



SCORE TOOLING



CUPPER TOOLING

SHELL TOOLING

CMBE WINS THE QUEEN'S AWARD FOR ENTERPRISE FOR THE FOURTH TIME

22ND APRIL

CarnaudMetalbox Engineering (CMbE), along with 220 organisations, has been nationally recognised with the prestigious Queen's Award for Enterprise.

CMbE, are now four-time winners of the Queen's Award for Enterprise, Including: International Trade, Technological Achievement and now Innovation.

The Queen's Award for Innovation category is aimed at organisations who are either innovative in their methods and practices as a whole, or who have created and developed an innovative product or service.

The innovative product that won CMbE this new honour is the patented reformat Spray Machine, a servo-driven internal spray machine for canmaking, developed to improve the speed, efficiency and process control for evenly coating the inside of food or beverage cans with a precise amount of lacquer, preventing food or drink contact with the metal of the can body.

Andrew Truelove, General Manager at CMbE said: "It's a fantastic feeling to be winners of the Queen's Award for the 4th time in our history. This one is particularly special, as it is for Innovation, which is at the heart of all we do. It has also been a while since we have won in this category, having achieved this honour back in 1986, our first Queen's Award, some 34 years ago. (Then named Technological Achievement).

"It is a testament to our continued drive for innovation, which is part of our DNA, as demonstrated by our world-class employees, who display this characteristic every day, and in everything they do. We do great things here at CMbE and I am extremely proud of each and every one of us, and all of our key stakeholders, who have made this award possible. Congratulations to everyone involved!".

www.carnaudmetalboxengineering.co.uk

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MAY

BREWDOG LAUNCHES HARD SELTZER BRAND

12TH MAY

Scottish craft beer giant Brewdog has announced the firm's entry into the hard seltzer market with it's own brand called Clean & Press. There are four flavours in the range: Crushed Black Cherry, Crushed Mango and White Peach, Cactus and Lime, and Kiwi and Passionfruit.

Called Clean & Press, the seltzers have been made with LoneWolf craft vodka, produced by Brewdog's spirits arm, Brewdog Distilling Co., in Aberdeenshire. It is then infused with natural flavours to create a light drink with 5% ABV and 95 calories per 330ml can. Two six-packs sell for £30 on Brewdog's own website.

The firm announced the new brand amidst a turbulent time for brewers and said that they had been fast-tracking their innovation projects in order to help get their business through the crisis.

www.brewdog.com

CROWN CORK AND SEAL USA BEGIN CONSTRUCTION OF $147 MILLION PLANT

26TH MAY

Crown Cork and Seal USA, Inc., a subsidiary of Crown Holdings, Inc., has begun construction on a $147 million, 327,000-square-foot facility in Bowling Green, Kentucky. The sitework is being completed by Scott & Murphy, Inc. while enforcing Healthy at Work policies. Once the construction is complete, 126 people will work at the facility.

"Out of the 25 considered locations, Bowling Green is blessed that Crown chose to do business here. We are also thrilled that construction has now begun on their facility, as this decision will have ripple effects throughout our local economy. Not only is Crown directly investing in our community this year, but also their investment will continue to grow the local economy through the new spending made by employees for years to come," said Ron Bunch, Bowling Green Area Chamber of Commerce President and CEO.

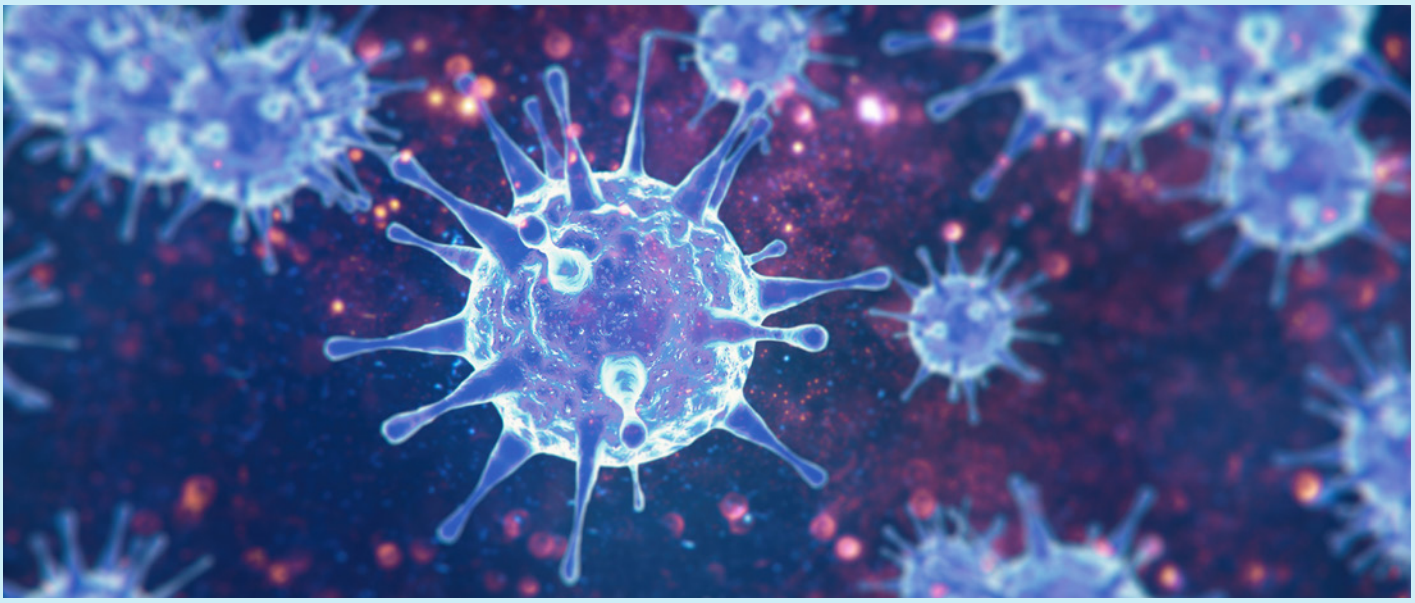
The project is a major investment for the company and will be a boost to the local economy. Over the next ten years, the economic impact of this project will exceed $304 million and will support the creation of an additional 194 jobs in other businesses in the community. The project is also expected to generate $4 million in occupational taxes every year.

Crown's decision to locate in Bowling Green will have a far-reaching impact through direct and indirect spending. The new jobs created will result in significant consumer spending in practically every business sector in the area. This includes $1.2 million spent in retail, such as $358K in grocery stores, $228K in restaurants, $138K on home furnishings and $236K on vehicles. It is estimated that an additional $328K will be spent on mortgages and $151K on property taxes as a result of this job creation. Local utility companies will also see $315K in additional revenue.

Crown employs 33,000 people in 239 plants and facilities in 47 countries, with their Bowling Green facility scheduled to be operational by the second quarter of 2021. From Bowling Green, they will initially manufacture 1.3 billion cans per year at a rate of 2,800 cans per minute, making the facility a key producer for the company.

Gerard H. Gifford, Executive Vice President and Chief Operating Officer of Crown Holdings,Inc., commented, "Crown is excited to invest in the community of Bowling Green. We believe that this will be an ideal location for our new facility, which will help meet the growing demand for aluminum beverage cans, the world's most recycled and responsible beverage packaging format. We would like to express our appreciation for the support of the city of Bowling Green, the Bowling Green Area Chamber of Commerce, Warren County, the Commonwealth of Kentucky, the Tennessee Valley Authority and Warren County Rural Electric Cooperative Corporation. Our Company looks forward to the years ahead as a member of the community".

www.crowncork.com



CANS AND CORONAVIRUS – WHAT DO CONSUMERS WANT?

Simon Jennings from Nomis Consultancy takes a look at cleanliness and hygiene for metal packaging. Is It possible that companies could resort back to plastic packaging because of this and set back the sustainability message?

The coronavirus pandemic has affected every aspect of consumers' lives, and beverage packaging is no exception. In 2019, sustainability and reducing waste were the key trends when it came to promoting your product. In 2020, is it going to be all about hygiene? Concerned about safety and limiting the spread of COVID-19, consumers are increasing their use of plastics and considering the cleanliness of packaging when making purchases.

In the world of canned beverages, however, hygiene perceptions are nothing new. Pre-pandemic, we commissioned market researcher SWG to ask 200 Italian beverage can drinkers what they thought about the current can-end, known as the Stay-on-Tab or "SOT" for short. Here's what we found out:

A majority of those surveyed instinctively wipe their beverage can clean before drinking, and 62% would prefer an opening system that avoids the top of the can entering inside their drink.

SIMON JENNINGS

simon@nomis.im

This indicates a widespread underlying but hidden consumer perception regarding the cleanliness and hygiene of the SOT opening system, even before taking into account the current health crisis.

Some say that "companies may resort to plastic packaging to combat the spread of the pandemic putting the sustainability aspect in the back seat" (Foodnavigator-asia.com) and McKinsey & Company reports an increased focus on hygiene advantages over sustainability in its article "How the packaging industry can navigate the coronavirus pandemic".

But switching to plastic from more-sustainable aluminium cans risks damaging a brand's reputation in the future, when sustainability will most probably return to the forefront of consumer consciences. For brands looking to embrace more hygienic beverage packing without sacrificing sustainability, there is a new answer: Open Clean, the easy-to-implement solution for cleaner, greener beverage packing.

The Open Clean system has been extensively researched, engineered and tested over many years to meet the growing demands of customers globally for a more hygienic drinking option. Like the SOT, you begin opening Open Clean by pulling the 'tab' up – but here's the key difference – you then continue lifting up the scored panel to open the drink. The outside of the can never enters the beverage, a major perceived hygiene advantage. The tab stays also remain attached to the can – an environmental improvement over the Ring Pull designs still very much prevalent across Asia, the Middle East which consumers demand due to hygiene concerns.

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Open Clean is also based on proven ends manufacturing technology, using current shells and running on your standard filling lines with no adjustments: it's a win-win.

After trying an Open Clean drink, 60% of consumers surveyed say they would buy it at a shop, restaurant or other places they frequent, 40% would seek to exclusively buy Open Clean packaged drinks and avoid the SOT opening system entirely, and a significant 30% of consumers would switch from their

preferred drink brands to a rival using Open Clean packaged drinks. 22% would even knowingly pay a higher price for a drink using the Open Clean system! With the survey having been completed before the pandemic, it is possible that these numbers could now be even higher.

In these challenging times, it's more important than ever to make sure your brand stands out by adapting to a new, health-conscious world. Thanks to Open Clean, you don't have to choose between sustainability and hygiene as your consumers take on 2020.

JUNE

AZKONOBEL CONTINUES TO WEATHER THE COVID-19 STORM

11TH JUNE

As the complex situation regarding the global pandemic continues to evolve, AkzoNobel remains focused on ensuring employee health and safety and maintaining business continuity.

The various steps taken to continue serving customers and rapidly reduce costs are proving successful, whilst at the same time keeping the organisation intact and able to respond quickly to changes in end market demand.

During the first quarter, COVID-19 adversely impacted revenue by around minus 5%. Asia was most affected throughout Q1, with other regions impacted only from the second half of March onwards.

In more recent months, end market demand has evolved in line with company planning assumptions. Market headwinds were strongest during April and resulted in revenue almost 30% lower versus last year. Demand improved as some lockdown measures started to ease, although revenue for May remained around 20% below 2019.

Distribution channels for Decorative Paints have mostly reopened in China and Europe, with demand returning towards previous levels. Varying degrees of market disruption persist in the rest of Asia and South America. Demand for Performance Coatings has also improved, although at a much slower pace than for Decorative Paints. Segments related to automotive and aerospace industries continue to be more significantly impacted than others. Market headwinds are expected to ease further throughout June, although continue to differ per region and segment.

Various cost-saving measures and strict margin management continue to be implemented throughout the organisation to help compensate. AkzoNobel has also maintained a strong balance sheet due to rigorous cash management and robust working capital controls.

Commenting on the evolving situation, AkzoNobel CEO, Thierry Vanlancker, said: "We're weathering the COVID-19 storm, taking care of our employees while protecting our business. Thank you to everyone at AkzoNobel for working hard to continue serving our customers and provide many essential products for critical industries, while following all necessary health and safety measures.

"Although the pandemic situation forced us to pause key parts of our transformation, our teams have focused on minimising all discretionary costs, as well as carefully managing cash and working capital. The actions we've taken, together with our strong balance sheet, provide a solid platform for AkzoNobel to perform as an industry frontrunner."

Financial results for the second quarter will be announced on July 22, 2020.

www.akzonobel.com

LOCKDOWN DRIVES SPIKE IN ALUMINIUM PACKAGING COLLECTED FOR RECYCLING

12TH JUNE

According to data released by the Environment Agency yesterday, 17,066 tonnes of aluminium packaging were collected for recycling in the UK last month (May) – an increase of 48% compared to the same period in 2019.

With the UK lockdown resulting in a significant increase in the volume of aluminium packaging collected via kerbside recycling collection systems, the number of Packaging Recovery Notes (PRNs) raised have consequently skyrocketed. In fact, over the past three months alone, 38,014 tonnes of aluminium packaging were collected for recycling nationwide (compared to just 25,986 during the same period last year).

"The UK's PRN data for May shows a dramatic increase, both month-on-month and year-on-year, in aluminium packaging recycling rates" said Rick Hindley, executive director at aluminium packaging recycling organisation, Alupro.

"Alongside greater public awareness about the benefits of recycling and an increase in the number of companies – including incinerator bottom ash processors – accredited for reprocessing, impressive rates can be attributed to the COVID-19 lockdown and resulting increase in household recycling volumes.

"With PRNs already raised for more than 57,000 tonnes of aluminium packaging in 2020, the future looks hugely optimistic. If recycling rates continue to remain high and local authority collections continue to operate as normal, I am confident that we will once again surpass annual targets."

www.alupro.org.uk

JULY

MOVERS AND SHAKERS

CAN MAKERS CONFIRMS APPOINTMENT OF NEW CHAIRMAN

21ST JULY

The Can Makers, the industry trade body representing drinks can manufacturers in the UK, has confirmed the appointment of Simon Gresty, General Manager Metal – Beverage UK & Ireland, Ardagh Group, as its new Chairman.

Simon has taken over from Marcel Arsand, Head of Sustainability at Ball Beverage Packaging EMEA who has held the role since July 2018. Simon brings more than three decades of experience in the packaging industry to the role and was previously Chairman of The Can Makers from 2006 to 2008.

"This is an exciting and challenging time for the industry and the Can Makers" said Simon. "We have yet to see many of the effects that we know the pandemic will have, although the industry has already demonstrated its innovative spirit and resilience, while the Can Makers are progressing a number of new initiatives to promote the beverage can as the preferred format for drinks packaging.

"I would like to thank Marcel for his enthusiasm, hard work and commitment during the last two years. His work has been instrumental in helping the Can Makers to raise the profile of the beverage can as a sustainable packaging format and there are now a greater number and variety of drinks commonly packaged in cans than ever before. The rise of craft beers, for instance, has been phenomenal and all the signs are that wine in cans will see similar growth.

"At the same time, we have seen the UK recycling rate for aluminium beverage cans increasing year on year to a new high of 76%. We will continue to showcase the environmental and sustainability credentials of the beverage can and as Chairman, I will continue to work in partnership with the Can Makers members and stakeholders, to address the challenges that initiatives such as Deposit Return Scheme (DRS) will bring.

"The beverage can is already the most recycled drinks pack in the world and it is critical that any DRS implemented follows best practice and that all packaging formats are included as well as a variable deposit fee based on size."

Previously General Manager at Ball Trading UK and Director at Ball Packaging Europe, Simon has held commercial and latterly general management positions in the industry including overseas assignments in Russia, Africa and more recently four years in Zurich.

Simon has held his current role at Ardagh for five years. He completed the Ashridge Business School Directors Programme in 2007.

www.canmakers.co.uk

HARD SELTZERS ENJOY STRONGEST EVER SALES OVER JULY 4TH WEEKEND

23RD JULY

The hard seltzer market posted its strongest ever week in sales in off-premise retailers during the 4th July weekend according to data from market research firm Nielsen. Off-premise dollar sales of hard seltzers increased 134%, to $138 million, compared to the same one-week period a year ago, according to Danelle Kosmal, Nielsen VP of beverage alcohol practice.

Hard seltzers drove beer category growth for the one-week period, with beer, FMBs and cider increasing dollar sales 6.6%. Take out the beyond beer offerings, and beer dollar sales declined 0.8% compared to last year.

"This is the first time since the last week of February that core beer experienced negative growth trends," said Kosmal.

Nevertheless, the week of July 4th was the highest off-premise dollar sales period of the year, totalling nearly $1.16 billion in Nielsen tracked

off-premise channels, and a 15.3% increase over the prior week, Kosmal wrote.

"However, if we consider the bump that July 4th typically provides to the beer category, we would expect prior week comparisons to be even bigger," Kosmal noted. "For example, for the week ending July 6th, 2019, beer/FMB/cider dollar sales were up 26% compared to the prior week.

"Another way to look at it would be to compare July 4th sales to an average week of beer sales throughout the year," she continued. "In 2019, category dollar sales for the week of July 4th were 43% higher than the average weekly sales in off-premise channels. This year, sales were 36% higher than average weekly sales to date for 2020."

Hard seltzers accounted for 11.9% of total beer category dollars in off-premise retailers during the holiday week, up more than a full share point over the previous week.

"Seltzers essentially carried the category for the July 4th holiday, with White Claw and Truly alone accounting for 70% of the category growth dollars," Kosmal wrote.

The top 10 hard seltzer brand families ranked by total off-premise dollar sales for the week ending July 4th were:

1. White Claw (Mark Anthony Brands)
2. Truly (Boston Beer Company)
3. Bud Light (Anheuser-Busch)
4. Corona (Constellation Brands)
5. Smirnoff (Diageo)
6. Vizzy (Molson Coors)
7. Natty Light (Anheuser-Busch)
8. Bon Viv (Anheuser-Busch)
9. Wild Basin (Canarchy)
10. Press (Constellation Brands owns a minority stake)

The top four growth brand extensions for the entire beer category were all hard seltzers: White Claw's variety pack No. 2, Truly Lemonade mix pack and variety packs of Bud Light and Corona hard seltzers.

Still, the week of July 4th, 2020, will be plagued by what ifs in large part due to out of stock issues, including for Mexican imports, as dollar sales declined 2.5% compared to a year ago.

"Yes, this was the biggest week of off premise sales for beer/FMB/cider in 2020, however, how much bigger could it have been without the out of stock challenges?" Kosmal asked.

Additionally, these numbers come with a caveat: Some retailers may not have fully reported their weekend sales, Kosmal cautioned. So next week's data may provide a clearer picture of the 2020 July 4th holiday.

"It's possible that many consumers made some last-minute purchases for this weekend and this set of data may not fully reflect all of those purchases," she wrote.

The super premium segment (think Michelob Ultra) increased dollar sales 5.6%, while craft beer dollar sales were flat (Brewers Association-defined draft increased sales 0.8%).

Premium lights (-3.3%), below premium (-3.4%) and cider (-8.4%) each fell into decline. All of these numbers were expected to be stronger given the holiday week, as well as a second round of on-premise shutdowns across the country.

Dollar sales growth for total alcohol sales slowed to +11.5%, with the dollar sales growth of spirits (+23.2%) and wine (+15.2%) both outpacing beer.

Kosmal added that channel performance played a role in beer category trends for the July 4th holiday week. Beer category dollar sales in the food channel are up 27.4% during the COVID-19 period, but were only up 7.3% for the holiday week. However, beer category dollar sales in convenience stores were up 9.4% for the week – the first week that beer dollar sales growth in C-stores outpaced the growth in the grocery channel.

AUGUST

SUN CHEMICAL CREATES STRATEGIC COMMITTEE TO DRIVE SUSTAINABILITY IN PACKAGING MARKET

19TH AUGUST

Sun Chemical has created a 'Corporate Sustainability Committee' to further strengthen its approach to addressing the sustainability needs of the packaging industry.

The development of sustainable packaging solutions is not a new endeavour at Sun Chemical but has accelerated in the past ten years as awareness of environmental issues dramatically increased.

Comprised of eight executive leaders, including Myron Petruch, Carlo Musso, Chris Parrilli, Fernando Tavara, Robert Fitzka, Greg Hayes, Russell Schwartz, and Jim Van Horn, the Corporate Sustainability Committee will work together to guarantee company-wide engagement in sustainability initiatives and will build and oversee the company's sustainability strategy, ensuring that proper resources are assigned for timely and effective implementation.

Nicolas Bétin will assume the role of Sustainability Business Leader for all of Sun Chemical and Dr. Nikola Juhasz will become the Technical Director of Sustainability.

Other stakeholders across all divisions and regions at Sun Chemical will also play a key role in a structured approach that will further advance Sun Chemical's efforts for more sustainable technologies within the various packaging markets.

Driving many of the groups' activities, are the sustainability goals of consumer-packaged goods (CPG) companies. Increasingly, CPGs are setting ambitious sustainability targets for their organisations with goals of providing high levels of recyclable or renewable packaging as early as 2025, while reducing their use of plastics in packaging. These goals resonate with consumers and will drive Sun Chemical's product development.

"Sustainability remains at the forefront for the future of packaging and while Sun Chemical has already established significant leadership in developing sustainable inks, coatings, and adhesives for packaging, there is more we can do," said Myron Petruch, President and CEO, Sun Chemical. "That is why we've created the Corporate Sustainability Committee—to ensure we have a structured process in place that puts our sustainability efforts at the forefront of all our business processes. Our emphasis on sustainability continues to be fundamental to our innovation and product development and our approach to sustainability will guide the way we develop, manufacture and distribute our products, as well as how we work with our customers and suppliers."

www.sunchemical.com

HEINEKEN UK ELIMINATES PLASTICS FROM MILLIONS OF CANS

19TH AUGUST

Despite major operational obstructions caused by the ongoing COVID-19 pandemic, Heineken UK has rolled out its innovative 100% plastic-free cardboard topper across thousands of UK retailers. The topper will feature on Heineken, Foster's and Kronenbourg 1664 multi-pack cans before rolling out across its entire beer and cider portfolio. The company's commitment to innovate sustainably during this unprecedented time has kept the business on track to eliminating this type of plastic from supermarket shelves by the end of 2021.

The new packaging not only removes plastic but also minimises the use of materials and reduces waste. The combination of the new topper, dubbed Green Grip, and the removal of shrink wrapping on consumer packs will eliminate over 517 tonnes of plastic annually – the equivalent of 94 million plastic bags.

With the installation of the new packaging machinery set to take place at the same time as travel restrictions were implemented across Europe, Heineken UK overcame a significant logistical hurdle by using virtual technology to

partly help install the machinery at its brewery in Manchester. The team in Manchester used smart glasses to collaborate with Italian engineers on the installation process and receive virtual training on how to operate the machinery safely, allowing fewer people on the shop floor to support social distancing guidelines.

Michael Gillane, Marketing Director, Heineken UK, said: "This is a game changer – for so long, the plastic pack rings on cans of beer and cider have been rightly scrutinised. We have been working on a solution for several years – one that is durable, totally recyclable, and completely plastic free. Importantly, this is an innovation that can be used at scale on hundreds of millions of cans every year.

"After announcing our intention in November last year, we're extremely pleased to launch Green Grip – our plastic free, recyclable and compostable topper in UK supermarkets this summer, especially during such a challenging time. The easy decision would have been to postpone the launch, but that was never an option. The use of innovative technology, combined with the hard work of our team in Manchester, meant we stay on track to achieve our ambition to eliminate single-use plastic on our products from supermarket shelves. This is a significant milestone in our journey, and we look forward to rolling the innovation out across the rest of our beer and cider portfolio in 2021."

James Bull, Head of Packaging at UK retailer Tesco said, "We have plans to remove all non-recyclable and excess packaging from our business and are working with a number of brands to achieve this. It's great to see Heineken UK eliminate plastic from its cans of beer – our customers want to use less plastic, so I'm sure they'll appreciate this change."

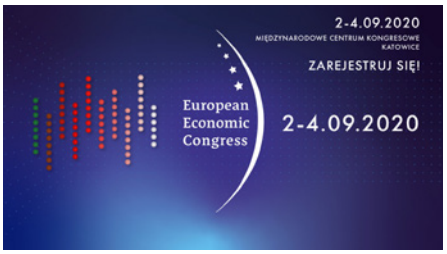
Earlier this month, Coca-Cola European Partners rolled out the CanCollar, a new-style paperboard ring carrier for multipack cans, in Spain. The move supports its work, in partnership with Coca-Cola, to remove all unnecessary or hard-to-recycle plastic from its portfolio, avoiding the use of more than 11,000 tonnes of virgin plastic a year across Western Europe. Initially, Coca-Cola European Partners will launch the new, PEFC certified recyclable and sustainably sourced paperboard CanCollar in the Balearic Islands in November 2020, a first in Europe.

Coca-Cola European Partners has invested 2.6 million euros in its Barcelona plant to support this initiative. The installation of WestRock's CanCollar Fortuna manufacturing equipment will enable multipack cans to be grouped in a sustainable and environmentally-friendly way, with a process that does not require the use of glue or adhesives.

Joe Franses, Vice President of Sustainability, Coca-Cola European Partners said, " The agreement with WestRock exemplifies our clear commitment to reduce plastic in our secondary packaging. By the end of 2020, we will have removed more than 4,000 tonnes of hard to recycle plastic from our secondary packaging in Western Europe. It's through collaborating on innovative packaging solutions like CanCollar that we are able to do this."

www.heineken.co.uk

SEPTEMBER



CANPACK RECOGNISED AS 'INVESTOR WITHOUT BORDERS' AT THE EUROPEAN ECONOMIC CONGRESS

4TH SEPTEMBER

CANPACK has been granted the honorary title of "Investor Without Borders" during an award ceremony at the European Economic Congress 2020 in Katowice (Poland). The company was recognised for having created a modern capital group ranked among the leading packaging manufacturers in the world.

The "Investor Without Borders" title is awarded to the most-effective Polish investors pursuing foreign expansion, as well as foreign companies investing in Poland, that bring a positive impact on the economy and the labour market. The primary goal of this distinction is to promote exemplary and transparent relationships, based on the idea of partnership and mutual-respect between investors, the market and the administration.

"We are delighted with this award, a true tribute to our ambitious investment program. We are receiving it at a moment when, despite the challenges related to the outbreak and spread of the pandemic, we launched the production of an aluminium beverage can in the Czech Republic. It also coincides with our announcement of the first investment project in the history of our company in the United States. In July, we

celebrated "our one billionth can", produced in the CANPACK factory in Colombia," said Małgorzata Podrecka, Group Legal and PR Officer. "The total value of the investments carried out in 2014-2019 exceeded $1 billion. Such an impressive pace of growth would not have been possible without the trust that our customers have placed in us, but also without the commitment and dedication of the CANPACK employees – no matter the role or seniority – and without support from the shareholder, who has largely financed the investment program from his own funds. This award is a tribute to all of them," she added.

"When announcing the "Investor without borders" competition, we thought about promoting examples of the best relations between investors and their economic environment: the capital market, the labour market, state administration and the natural environment. When selecting the winners, we used objective criteria. Therefore, we take into account such factors as the scale of the investments made, their impact on the development of the potential and innovativeness of the Polish economy and their importance for the labour market. But we also reserve the right to use more subjective assessments," said Wojciech Kuśpik, President of the PTWP Group and initiator of the European Economic Congress, during the award ceremony. "We analyse the effectiveness of strategies – we especially value those that contribute to building a Polish brand in the world and opening the door to foreign markets for other Polish companies. We try to take note of everything that is important, interesting and worth celebrating. That is why we cooperate with representatives of opinion-forming business circles, with local government, economic experts, agencies and government institutions. So I am convinced that the list of winners of our competition faithfully reflects the condition of the Polish investment market," he added.

www.canpack.eu

MLT AND MPMA LAUNCH METAL REFILLABLE WATER BOTTLE TO SUPPORT ENDANGERED HABITAT CONSERVATION

19TH SEPTEMBER

International conservation charity, World Land Trust (WLT) have, in partnership with the Metal Packaging Manufacturers Association (MPMA), launched a new metal refillable water bottle.

WLT is a conservation charity that protects the world's most biologically significant and threatened habitats, principally through the purchase of land, working with a network of local conservation partners to create and extend nature reserves and to establish vital wildlife corridors. WLT also runs a 'Plant a Tree' scheme which to date has delivered sufficient funds to plant over two million trees worldwide. Through the sale of each refillable water bottle, the charity will receive £5 which is the cost of planting an individual tree as part of the scheme.

The refillable water bottle is also engraved with the Metal Recycles Forever logo providing users with an important reminder that metal can be recycled again and again with no loss of quality, thus explaining its classification as a permanently available material.

Robert Fell, MPMA Director, commented: "The metal packaging sector is delighted to be working in partnership with such an excellent and effective conservation charity. The refillable metal bottle being the perfect vehicle for this collaboration as it supports two very important sustainability messages, those of reuse and infinite recyclability."

The bottles will be used by WLT ambassador, Nick Hollis, a mountaineer and adventurer, who completed the Seven Summits challenge to climb the highest mountain on every continent. Nick is set to embark on his next challenge rowing across the Atlantic as part of a two-man crew and the WLT bottle will form part of his supply pack.

Dan Bradbury, Director of Communications and Development, at World Land Trust added: "We're very pleased to be working with MPMA as an official partner on the WLT metal refillable water bottle project. Apart from supporting our vital conservation projects around the world, the bottle also reminds us of the importance of reusing products, and, of course, being constructed from metal it's also fully and easily recyclable when it finally comes to the end of its life."

WLT Bottle can be purchased from www.worldlandtrust.org

www.mpma.org.uk

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FOR A SUSTAINABLE FUTURE, BALANCE MUST BE STRUCK BETWEEN PLASTICS AND CANS

It is only in recent years that the true venvironmental impact of non-recycled plastics on our ecosystems and oceans has been realised. In 2018 the BBC's Blue Planet 2 issued a stark warning to the British public (and, thanks to the BBC's international influence, globally), presenting visually both the sobering reality of decades' worth of plastic rubbish floating around our major rivers, estuaries and oceans, as well as the cold hard facts of the massive, irresponsible, overuse of 'single use plastics', a new addition to our lexicon. David Attenborough issued a call-to-arms on individuals to reduce or eliminate their use of various single use plastics, with disposable water bottles and drinking straws in the crosshairs. The corporate world was targeted to take responsibility and drastically increase recycling efforts while decreasing virgin hydrocarbon usage in the manufacturing of new bottles. What started was the now

commonplace phrase 'war on plastics.'

Is this really a war though? How can we possibly banish plastics, one of the most useful production materials in the history of humankind? When it comes specifically to drinks packaging, the situation is not black and white as to simply replace plastic bottles with aluminium or steel cans. The case for PET remains compelling as their usefulness for certain beverage types remains unparalleled in a number of ways, durability and versatility for the consumer being a main factor. Could the beverage can replace the single use bottles as we know? Until recently, the likely answer would be no, not in its current iteration, as says Simon Jennings of Numis.

The truth is that recyclable, resealable plastic bottles in the long term are a very effective packaging product, primarily due to their resealable, lightweight, safe, and durable nature. Though recent years have seen a huge growth in canned water – CanO and Llanllyr SOURCE being the two on the market in the UK right now, the true efficacy of such a container remains to be seen. The environmental value of the can relies on that fact that it is cheaper to recycle than it is to use virgin materials, notwithstanding the fact that metal cans aren't polluting our oceans, bottles are. The water cans that are now on the market are re-sealable, but the adding of additional plastic components to the package (i.e. a re-useable pull tab), adds an additional burden and complexity to the recycling process and partially negating its value. Despite this, popularity for such products is growing.

Until very recently, cans have broadly been overlooked as a viable alternative to bottles for water packaging, with the majority of attention focused on recycling efforts and transitioning to rPET bottling. However, attention really should be focused on the circular economy, and plastics are simply not close enough to realise that goal. A recent survey by UK polling firm YouGov and commissioned by Ball, who in January this year launched their infinitely recyclable aluminium bottle line, suggests that consumers are becoming increasingly open and supportive of the idea of canned water, with 55% of respondents stating they'd be more likely to buy water in a can "if they knew that the can is infinitely recyclable".[1] This was particularly acute amongst the younger, 25-34 age bracket, but polling also suggested that around half (53%) were aware that cans were infinitely recyclable, and just under half (47%) were aware that aluminium beverage cans were the most recyclable product on the market.

We spoke to Co-founder of CanO Josh White, who gave us a brief of how the company has grown from strength to strength, an encouraging sign from a fledgling product. Born out of a first hand witness to the damaging effect of plastics pollution, one of the biggest hurdles for the company was educating consumers, which took a number of years.

JAMES GITTINGS

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Indeed, White says that 'It's great to see the brand we created back in 2015 being so widely accepted not just in the UK but also abroad as we continue to grow CanO Waters global footprint.' Much of this was as a result of consumer appetite which '...helped us win distribution in high profile national accounts such as Tesco, Morrisons, CoOp, WHSmith, Compass & Sodexo.' Indeed, the company sold over 10 million cans in 2019, and with sustainability and social impact in mind, Josh and his Co-founder Perry Alexander hope and expect other brands to follow

their lead in offering alternative options to single use plastics.

Manufacturers were already responding to the hugely increased customer and consumer demand for aluminium cans of all types before the recent advent of the canned water concept, but the recent demand has driven firms to increase production capacity, particularly in the US. These new products, not just limited to still water but also to sparkling flavoured waters such as La Croix in the US, and DASH in the UK, mean that companies like Crown are now building and expanding new plants across North America, including a new plant in Bowling Green, Kentucky, and new lines in New York, Toronto, and Olympia, Washington. Further investments to increase capacity have also been seen in Europe, South East Asia, and South America, with 8 billion cans of additional capacity added in 2020 and 2021.

The Coca Cola Company recently laid out its commitment to recycling by stating that by the end of 2020, all of its plastic bottles produced in the UK would be made with at least 50% rPET. This is an ambitious target. As it stands, the overwhelming majority of single-use plastic bottles produced are PET, not rPET, for the simple reason that it is still cheaper to use virgin plastics to manufacture bottles than to recycle them. For drinks companies and manufacturers to increase the use of recycled plastics, the costs of production will go up, quite simply. Recycling plants are expensive, and the logistics required to take used bottles to plants takes cooperation from consumer, to local authority, to facility, which takes time. If the production costs of bottles goes up, it should ultimately shift to the consumer to take on this additional financial burden, as Jennings reiterates. If one takes the full recycling cost for plastics into consumer price, cans would be the economically more viable product.

Indeed, single use plastic bottles had already been going out of vogue from a consumer sense from the late-2010s, with insulated water bottles from brands like Sigg, Hydroflask, and the now iconic

Chillis bottle becoming ubiquitous, not just among environmentalists but even with the most moderately eco-conscious consumer. Despite this, a lot of packaged water is still sold in the UK, with 2.8bn litres sold in the UK in 2019. Globally, in particular in many developing countries that do not possess adequate public water processing systems such as India, this number is far, far greater.

In spite of this, 2020 has been a boom year for the can. In October Ardagh Group announced it was making a $1.8bn (£1.38bn) investment after three quarters of continued growth and demand for cans outstripping its own ability to manufacture to keep pace. As highlighted by industry veteran and logistics expert Martha Rojas, manufacturers in Europe and the US cannot meet rapidly accelerating demand by food and beverage companies, with freight companies now shipping products from India and Brazil at great expense both financially and to the environment. Yet with both increased capacity of production and of recycling, this disbalance is likely to be short lived.

So where do we see the balance between the can and the bottle in the future? We asked Crown's CTO Dan Abramowicz for his thoughts on how cans and plastic bottles match up and where they'll likely sit in the next few years –

"Aluminium cans have been shown to have superior sustainability credentials due to their recyclability and best in class recycling rates. We foresee a continued growth in this market for years to come as more consumers turn to this packaging format. Although we expect our customers and consumers to continue to make this transition, it would be impossible to completely replace the very large PET bottle market, and therefore there will be a place in the market for both aluminium cans and PET bottles for the near to long term."

OCTOBER

55% OF UK CONSUMERS WOULD BUY WATER ON-THE-GO IN CANS, ONCE AWARE OF RECYCLABILITY, SURVEY FINDS

14TH OCTOBER

Aluminium cans emerge as sustainable alternative of choice when tap water and reusable containers are not available.

British consumers increasingly support the idea of buying drinking water in aluminium cans for on-the-go purchases, a new survey has revealed. The YouGov poll, commissioned by Ball has questioned British consumer attitudes to on-the-go water purchases and found there is a growing thirst for retailers, and food and beverage outlets to sell water in cans.

The survey indicated that the Covid-19 outbreak is affecting consumer expectations and consumption patterns, with 79% of the 2,000+ UK adults polled agreeing that "As businesses return to usual, this is a valuable opportunity for retailers and brands to reconsider their approach to packaging". And 75% indicate that "Since the Coronavirus (COVID-19) outbreak, (they) now feel that it is more important that retailers and brands consider the environment".

Higher levels of home-working, fewer UK commuters, and restrictions on events will negatively impact domestic sales of on-the-go water. But when current work and leisure habits stabilise, the sustainability of consumer choices has an opportunity to reshape what was a £3bn market in 2019.

Plastic bottles are currently by far the most commonly purchased on-the-go water package in the UK : three-quarters (73%) of the UK adults surveyed have purchased water in a plastic bottle, compared to only 8% for aluminium cans; for regular purchasers of on-the-go water, 90% said they regularly bought water in a plastic bottle. The ready availability of water in plastic bottles (38%) and a lack of packaging alternatives (42%) were cited as the most popular reasons for these purchasing decisions.

The study indicates that UK consumers would be much more willing to purchase water in cans when supplied with the correct facts about aluminium recyclability and recycling rates. Just over half of adults (53%) are aware that aluminium is infinitely recyclable, whereas just less than half (47%) are aware that aluminium cans are the most widely recycled type of drinks container. 55% of adults said they would be more likely to buy water in a can if they knew that the can is infinitely recyclable.

The YouGov data indicates that water in cans has not yet been widely available and so relatively few consumers have encountered such products. The polls results shows that younger consumers would be more willing to buy water in cans, with 25-34-year olds (51%) the most likely age group to do so, compared to 21% of those aged over 55.

Ana Neale, Director, Marketing and Strategic Planning, Ball Corporation, said: "The results of this survey indicate that once there is awareness of recyclability and availability, younger age groups, especially, will choose packaged water in cans. Just as we've seen in other beverages, we expect more and more brands to offer on-the-go water of all types in cans, which is good news for new and existing entrants to the category, and for the development of a truly circular economy."

Aluminium packaging has emerged as a major competitor to the most common water packaging substrates. New brands across a range of water categories are embracing the sustainability advantages of the aluminium can, with an increasing number of brands in water.

CanO Water, who launched in 2015 and sold over 10 million of their canned waters in 2019, has achieved listings in national accounts such as Tesco, Morrisons, WHSmith, Compass & Sodexo. Other notable UK canned water brands include Llanllyr SOURCE, and new entrant The Whent.

Ariel Booker, Co-founder, CanO Water commented: "It's really exciting for us to see an increase in consumer awareness around the recyclability benefits of aluminium cans. Disruptive brands like CanO Water have worked hard to educate our audience and in times like these we all need to be aware of the small changes we can make to positively impact our planet. We encourage more brands and consumers to make the switch!".

Aluminium cans are now the fastest growing beverage package type across all categories for new product launches in the UK and Ireland with 33% in August, a rise of 3% from this time in 2019.

Across the world, only 9 percent of all the plastic ever made has been recycled; by contrast, 75% of the aluminium ever produced is still in circulation and 76% of aluminium cans consumed in the UK are currently recycled.

www.ball.com

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ARDAGH EYES FUTURE WITH $1.8BN INVESTMENT IN CANS BUSINESS

28TH OCTOBER

Ardagh Group has announced plans to invest £1.8bn (€1.5bn) in its beverage cans business after promising numbers released from the first three quarters of 2020 saw profits rise comfortably when compared to the same period last year. With current demand exceeding supply, this new investment drawn from existing cash and further money generated by income from the business will be put into increasing can production to around 55bn units by the end of 2024.

The cans industry has seen a huge increase in consumer demand this year, partly driven by a drop-off in glass sales in Q1 and Q2, mainly resulting from COVID-19 related lockdowns and closures in the hospitality sector. When added to the trend of increasingly environmentally-minded consumers moving away from PET bottles, as well as the growing taste for canned wines, cocktails, craft beers, hard seltzers, and mineral water, the entire can making industry is unable to produce cans fast enough. Chairman and CEO Paul Coulson reportedly told investment analysts on Thursday that Ardagh has already pre-sold all the cans it can make this year and in 2021, and many US and European companies are having to ship cans produced in India and Brazil to meet the current and projected demand.

www.ardaghgroup.com

NOVEMBER

WHITE CLAW TO BUILD LARGEST BREWERY IN US IN 25 YEARS

17TH NOVEMBER

Mark Anthony Brewing has announced plans to build a state-of-the-art brewing and canning facility in South Carolina. The new facility will produce White Claw Hard Seltzer, Mike's Hard Lemonade, Mike's Harder Lemonade and Cayman Jack Cocktails.

The new plant will be located in metro Columbia and create approximately 300 jobs for the state. The company's $400 million investment will create 300 new jobs and represents one the largest economic investments in Richland County history. It will be one of the largest breweries built in the US in over 25 years.

The state established a grant of $4.6 million for infrastructure improvements and another $1.5 million for the adjacent property, in order to develop sites for warehouses served by rail. Construction is slated to begin almost immediately, and the more than one million square-foot facility will be built at record speed and is expected to be fully operational by summer 2021.

John Sacksteder, President at Mark Anthony Brewing Inc, and approaching his 9th year with the company, said "this new state-of-the-art facility will be a center of excellence for our patented PureBrew process which allows White Claw, Mike's and our growing portfolio of market-leading beverages to taste like no other."

www.mabrewing.com

HENKEL JOINS THE CLIMATE PLEDGE BY AMAZON AND GLOBAL OPTIMISM

25TH NOVEMBER

Henkel has reinforced its commitment to climate protection by joining The Climate Pledge, an international cross-industry commitment co-founded by Amazon and Global Optimism. As a signatory, Henkel commits to achieve net-zero annual carbon emissions ten years ahead of the 2050 target set by the UN Paris Agreement – an ambition in line with the company's long-term target to become a climate-positive company by 2040.

"Climate change is a global challenge, which requires our collective action. At Henkel, we want to make a positive contribution to protecting the climate. Based on our achievements to date and in line with our ambitions for the coming years, we are very pleased to join and support the Climate Pledge," said Henkel CEO Carsten Knobel. "Together with Amazon, Global Optimism and the other signatories, we are fully committed to drive tangible progress and jointly take action to limit global warming."

To drive progress in sustainability, Henkel will continue to focus on close collaboration along the value chain. Henkel has been working closely together with Amazon to promote sustainable innovation – for example, to enhance customer experience through new and sustainable packaging.

"By signing The Climate Pledge, companies around the world are taking collective action to protect our planet from the catastrophic impacts of climate change," said Jeff Bezos, Amazon founder and CEO. "We welcome Henkel as they join us in our commitment to be net-zero carbon by 2040, a decade ahead of the Paris Agreement. The companies are demonstrating important leadership as they help us accelerate the transition to a low-carbon economy and protect the planet for future generations."

Strong commitment and collaboration

The Climate Pledge was launched in 2019 and aims to unite leading global businesses in a forward-thinking and ambitious commitment to climate change. Henkel is the twelfth company to join the pledge. As a signatory to The Climate Pledge, Henkel agrees to:

- Measure and report greenhouse gas emissions on a regular basis
- Implement decarbonisation

strategies in line with the Paris Agreement through real business changes and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies

- Neutralise any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net-zero annual carbon emissions by 2040

"Scientists tell us that we have a limited window to make unprecedented headway towards addressing the biggest crisis of our time, the climate crisis. The Climate Pledge offers companies the opportunity to take collective action to protect our planet from the disruptive risks associated with climate change," said Kara Hurst, Vice President of Worldwide Sustainability, Amazon. "We welcome Henkel to join us in the fight of our lives as we tackle climate change and build a better future for all. We are also excited for Signify, which achieved carbon neutrality earlier this year, to join The Climate Pledge with the goal of collaborating with other signatories and sharing best practices."

"The Paris Agreement set out a unifying roadmap for all countries, all companies, and all people to address the climate crisis by taking actions to ensure we do not exceed 1.5C in global warming," said Christiana Figueres, the UN's former climate change chief, now founding partner of Global Optimism. "By joining The Climate Pledge, these companies are demonstrating both their ambitions for the future and for recovery now. Their actions and investments are creating sorely needed jobs, spurring innovation, regenerating the natural environment and helping their consumers to buy more sustainable products. The growing collective of companies joining The Climate Pledge, acting in accordance with science, is cause for optimism."

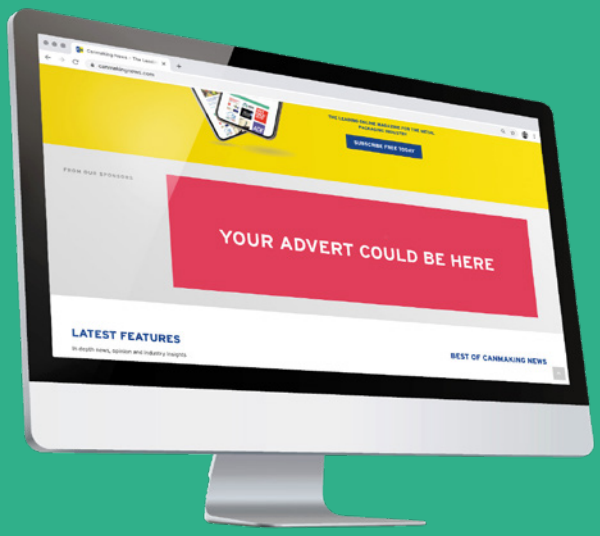
Henkel's progress toward becoming climate-positive by 2040

The Climate Pledge commitment is in line with Henkel's long-term goal to become climate-positive by 2040. As intermediate steps, Henkel plans to reduce the carbon footprint of its production by 65 percent by 2025 and 75 percent by 2030 from a 2010 base year. The company intends to achieve this by continuously improving its energy efficiency and using electricity from renewable sources. By 2030, 100 percent of electricity shall come from renewable sources. By 2040, Henkel aims to have converted all remaining fossil fuels used in production to climate-neutral alternatives and supply surplus carbon-neutral energy to third parties. In addition, Henkel wants to leverage its brands and technologies to help customers, consumers and suppliers save 100 million tons of CO2 in a ten-year period from 2016 to 2025.

Joining the Climate Pledge is yet another step in Henkel's commitment to take action and reduce its environmental footprint. Recently, the company signed a large-scale virtual power purchase agreement (VPPA) relating to a new wind farm in Texas. The agreed capacity equals 100 percent of the electricity demand of Henkel's operations in the US.

Earlier this year, Henkel's science-based emission reduction targets were approved by the Science Based Targets initiative (SBTi) as consistent with levels required to meet the goals of the Paris Agreement. The Science Based Targets initiative by CDP, the UN Global Compact, World Resources Institute and the World Wide Fund for Nature (WWF) defines and promotes best practice in science-based target setting and independently assesses companies' targets.

www.henkel.co.uk



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DECEMBER

MOVERS AND SHAKERS

BALL APPOINTS DANIEL FISHER AS PRESIDENT

2ND NOVEMBER

Ball has announced a series of promotions and senior management changes that will become effective at the beginning of 2021. Daniel W. Fisher will become President of Ball Corporation and will join Ball's board of directors. In addition, both Lisa A. Pauley, Senior Vice President, HR and administration, and Scott C. Morrison, Senior Vice President and Chief Financial Officer, will be promoted to Executive Vice Presidents of the corporation and will retain the same responsibilities.

Ronald J. Lewis will become Senior Vice President and Chief Operating Officer, Global Beverage Packaging, reporting to Fisher. Fisher will continue to report to John A. Hayes, who will continue as Chairman and Chief Executive Officer of Ball Corporation.

"As part of Ball's established, long-term succession planning, we are very pleased to announce Dan as President of Ball Corporation," said Hayes, who has been President of Ball since November 2009. "He has been a big contributor to our growth since joining the company in 2010. Most recently, during the past four years, he has demonstrated exceptional leadership and led his teams to deliver strong results as Senior Vice President and COO of Global Beverage. Dan has been pivotal to Ball's success, both from a business and cultural standpoint."

Fisher began his career with Ball as Vice President, finance, for the North American beverage business. He then became Senior Vice President, finance and planning, and President of the North American beverage business until 2016, when he was named COO, Global Beverage Packaging. Before joining Ball, Dan held various leadership roles at Emerson Electric, Danaher Corporation and Bradken Corporation.

Morrison and Pauley have both had long and distinguished careers at Ball. Morrison joined Ball in 2000 as treasurer of the corporation and was promoted to Chief Financial Officer in 2010. Pauley joined Ball in our aerospace business in 1981, has held numerous responsibilities within aerospace and the corporate function, and was named to her current role in 2010. Both have provided exceptional leadership to our company over the years and continue to help shape the future direction of the company.

"We are delighted to recognise the significant contributions that Lisa and Scott have made and will continue to make as we pursue our Drive for 10 vision," Hayes said.

Lewis joined Ball Corporation in 2019 as President, Beverage Packaging EMEA. Before joining Ball, Lewis served as the Chief Supply Chain Officer of Coca-Cola European Partners plc and as Chief Procurement Officer of The Coca-Cola Company.

"Ron has tremendous industry knowledge and a history of delivering results," Fisher said. "With his customer-centric mindset and commitment to our culture, he will be a strong leader for our global beverage business."

Ball has also named Carey Causey to be Lewis' successor as President, beverage packaging EMEA. Causey joined Ball in 2014, and she most recently served as Vice President, integrated business planning, for Beverage Packaging EMEA after having led the commercial function in South America and business development and strategy for North America.

www.ball.com

SEVILLE TO BECOME COCA-COLA'S BIGGEST EUROPEAN PLANT

24TH DECEMBER

Coca-Cola European Partners plans to invest €48 million in the expansion of its production plant in Seville, Spain, transforming it into its largest facility Europe. The expansion will increase production capacity at the site by 20%, making it capable of producing 740 million

litres of soft drinks per year. Covering an area of 190,000 square metres and employing 450 workers, the Seville plant was already among the top three in Europe in terms of production volume, together with those of Wakefield and Edmonton, both in the UK.

According to Spanish daily El Economista, the plant is responsible for producing 25% of all the Coca-Cola products consumed in Spain. It has eleven production lines: three for glass, three for PET, three for cans, as well as one each for aseptic and syrup, and also includes an automated warehouse with a capacity for 100,000 pallets.

With this latest investment, Coca-Cola aims to increase capacity, make better use of a new can production line and reduce its carbon footprint, as well as achieve its growth objectives. As part of its sustainable business strategy, since 2010, the company has managed to reduce water consumption and energy use at the plant by 21.4% and 31.7% respectively, while 80% of supplies are sourced locally.

The increased focus on Seville comes after the European bottler of the soft drink giant closed its plant in Malaga, as part of a business plan activated before the COVID-19 pandemic.

In addition to Seville, Coca-Cola European Partners operates other plants in Spain – at La Coruña, Bilbao, Barcelona, Valencia and Tenerife.

www.cocacolaep.com

COMPANY FOCUS

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Key Products:

*Wagner Coaters, wholly owned by PERM.

*HOE Press, wholly owned by PERM.

*World Oven and all components.

*Spare & replacement parts.

*Service parts for Wicket Ovens, including chain, sprockets, wickets & oven parts.

Key Services:

PERM has service technicians available worldwide. The Company offers rebuilt and upgraded Wagner coaters that provide increased production speeds up to at least 20 percent. PERM sells (and services) rebuilt machines worldwide, and incorporates sub-assemblies, which reduce changeover times between 40 and 50 percent.

An improved application roller design cuts changeover time of that component from 30 minutes, down to less than 5 minutes. Along with these other improvements, PERM also makes a retrofit available for existing Wagner coaters; as well as on fully rebuilt machines.

PERM also offers rebuilt HOE decorating presses, with increased production speeds up to 20 percent; with changeover times cut by up to 25 percent. PERM offers press parts to its global customers, and services the machines around the world. Enhanced capabilities: To enable customers to continue to operate with minimal interruption, PERM can supply rebuilt presses to replace the old presses.

The Company also offers the same 'switch out/no interruption service' for Luthi and Wagner bundle turners, as well as upgrades on the units, including catering to individual customer requests, I.E.: in feed and out feed powered rollers.

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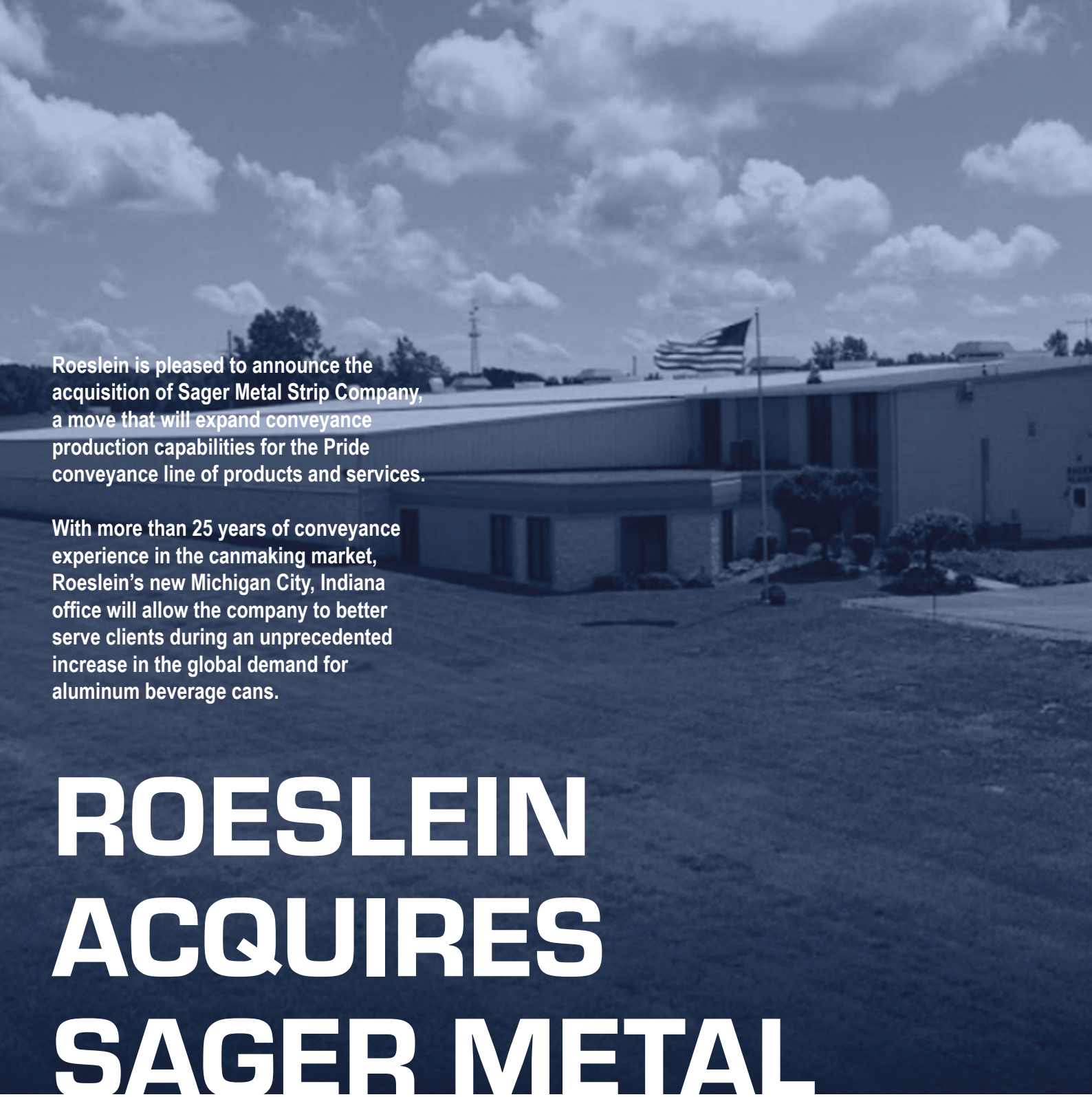

Roeslein is pleased to announce the acquisition of Sager Metal Strip Company, a move that will expand conveyance production capabilities for the Pride conveyance line of products and services.

With more than 25 years of conveyance experience in the canmaking market, Roeslein's new Michigan City, Indiana office will allow the company to better serve clients during an unprecedented increase in the global demand for aluminum beverage cans.

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