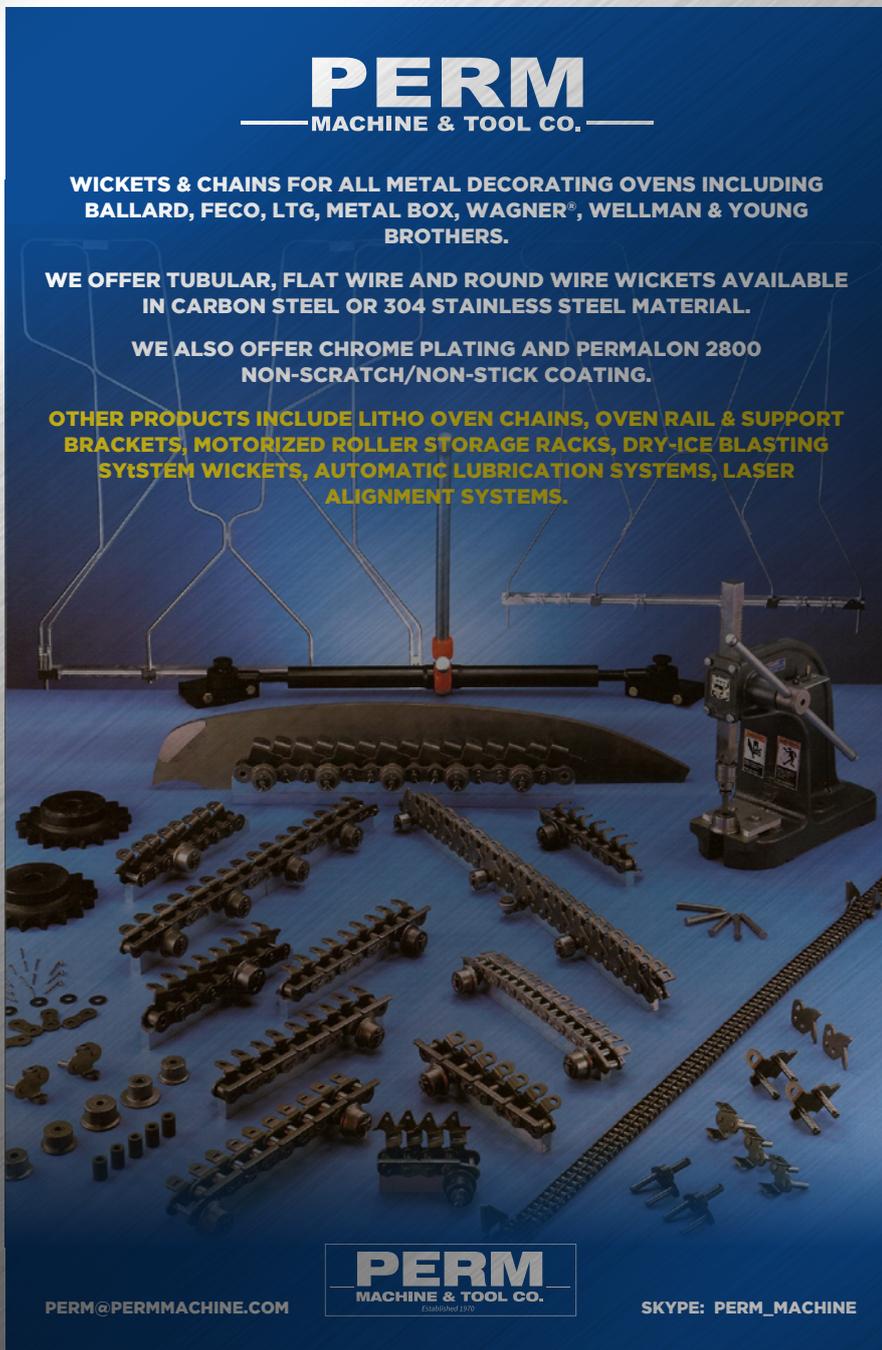


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### THE SMALL FILLER CHALLENGES OF TODAY



### JOBS FOR THE BOYS OR IS THE TIDE CHANGING?



### FROM HEMP TO ALUMINIUM: IS IT TIME TO HASH OUT NEW PACKAGING IDEAS?



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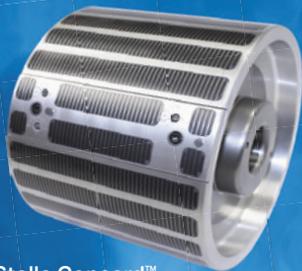
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# WELCOME

**Hello and welcome to our 4th edition of the printed Canmaking News Annual where, similar to previous years, we have selected the best stories from 2021 for you to reflect on.**

2021 saw the industry continue to recover after the Covid-19 pandemic wreaked its havoc across the globe. However, as we saw in 2020, the pandemic had little to no effect when it came to launching new products, innovations and initiatives. Unlike other industries, the metal packaging sector continues to strive for excellence, hitting the mark on nearly every occasion.

As you will see over the next few pages, the industry clearly has no intention of slowing down. A huge number of expansions are planned, from here in the UK right across through to the US, New Zealand and China. It seems that as ever, whatever the challenges, our industry continues to overcome it.

That being said, can shortages are causing a number of issues across the world. The pandemic-driven aluminium can shortage has continued for beverage makers. Beverage can production jumped

6% in the US last year to more than 100 billion cans, but it still wasn't enough, according to the Can Manufacturers Institute. We'll be keeping a watchful eye on how the situation develops but one thing is clear, the problem isn't going away any time soon.

### **There's no business like show business**

The return of shows was welcomed by us all. It really was fabulous to see some of you in person and although we narrowly missed out on being able to attend Latamcan and the IMDPA, we are so ready for this year and can't wait to have a beer with you all. Reports from our spies were excellent, it seems as if all those who attended really did throw themselves back into the swing of things and it was (apparently) wonderful to feel normal again.

2021 also saw the launch of our podcasts, something we've been working on for a little while now. We've got some excellent guests already booked in, so please head to our website and have a listen.

It's been a record year for Canmaking News, the industry seems to be thriving, rather than just surviving and that's clear in the number of articles we've published (up by around 35% from the previous year). Stay in touch and keep sending us your news, however large or small you think it may be!

We're very much looking forward to seeing you all in person and can't wait to see what you have in store for us in 2022.



**Janis Osborn**  
Publisher

## GET IN TOUCH

**Canmaking News is the leading online magazine for metal packaging which was developed for the market in October 2003.**

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**Canmaking News**

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# MEET THE TEAM

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## **JANIS OSBORN, PUBLISHER AND EDITORIAL DIRECTOR**

Janis has worked in publishing for over 40 years, working mainly on trade publications and business-to-business magazines.

Since 1995 Janis has specialised working on publications for the metal packaging industry.

Having travelled extensively to attend exhibitions and conferences, she is also an experienced event organiser and has organised several public music events. She also founded and managed a wine and champagne bar, which traded locally and had a successful profile.

Past experience includes hosting her own radio show and working for a range of London advertising and marketing agencies.

In 2003 she launched Canmaking News, the first online metal packaging magazine, which continues to trade successfully.

---



## **KAREN MCKENZIE, FEATURES WRITER**

Karen McKenzie is an Australian based freelance writer with a particular interest in packaging and sustainability. Her work has appeared in several publications in both the UK and Australia.

Hailing from Northumberland in the North of England Karen has travelled the globe with her Canmaker husband living for almost a decade in Kuala Lumpur, Malaysia before migrating to their chosen home in Australia where they have lived for the past 2 decades.

Karen has been closely involved in the industry for more than 3 decades with friends and close relationships internationally. Her love of the industry along with a determined ability to seek out in-depth detail led her to pursue a writing career, now a career that spans journalism, website copy and content writing as well as social media marketing strategies.

---



## **ZOË FRYDAY, SOCIAL MEDIA MANAGER AND COPYWRITER**

Zoë Fryday is an experienced journalist and copywriter specialising in the print and digital B2B sector. Over the last five years, her roles have included being editor for a leading hospitality publication, interior design platform and regional business magazine. Working on a freelance basis, Zoë regularly writes features and reviews for Canmaking News, and also manages the brand's social media platforms.

---



## **JED BACKHOUSE, BRAND CONSULTANT**

Jed Backhouse is a digital and brand consultant based in London. He advises B2B businesses on a wide range of brand and communications practices.

With extensive experience and qualifications in digital marketing, user experience strategy and research, he works with clients to develop streamlined solutions that both articulate values and resonate with audiences.

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# PACKAGING IN CANS? GET YOUR DESIGNING FOR CANS? Can Labels DECORATING ON CANS? to Market **FASTER**

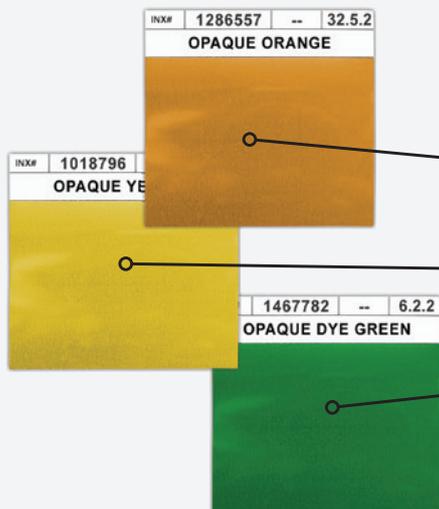
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# JANUARY 2021



## DUBLIN BREWING CO INTRODUCES BRAND NEW CANNING LINE

6TH JANUARY

Dublin City Brewing Co. has confirmed that its new €15m facility is expected to be fully operational by the Spring of 2021. The high profile 11,000 sq. ft property is in Dublin and will comprise a brewery with the capacity to produce five million litres of premium beers per year, making it the biggest independent brewery in Dublin's City Centre.

The bulk of the investment for the enterprise has come from individuals based in Holland, with additional equity and loan note funding sourced in Ireland. The management team is also currently considering expanding the shareholder base via a crowdfunding equity raise, which it believes would help to enhance the international profile of the business and help it with expansion plans. This scheme is set to be launched in the second quarter of this year.

By the end of 2021, Dublin City Brewing Co expects that its products will have built its distribution to include both the on- and off-trades throughout Ireland, as well as exporting to the UK, Finland, Italy, France, Denmark, and Holland. The company is currently contract brewing its range beers pending final commissioning of its own brewing operation.

Stockists around Ireland already include Musgrave MOPI stores (Dublin region branches of Supervalu), Barry Group outlets, Molloy's, as well as selected Spar, Eurospar and Londis stores across the city and a number of independent off licenses. Apart from the export markets targeted for 2021, the company is also in early-stage discussions with distributors in a dozen other markets.

Every element of the Dublin City Brewing Co's production and packaging will be done in-house, to ensure that the highest level of quality is maintained. There are 18 140-hectolitre fermentation tanks that will feed into the brewery's own keg, canning and bottle lines for both national and international distribution.

Dublin City Brewing Co's management team comprises of several experienced drinks and hospitality industry professionals with diverse skill sets and

backgrounds. Co-founder and managing director is Geoff Waddell, who also co-founded The Woolshed in 2003, while the master distiller is Fergal Murray who was previously the master brewer for the Guinness brand.

 [www.dublincitybrewingco.com](http://www.dublincitybrewingco.com)



## UK FACES TIDAL WAVE OF PLASTIC IF 'POORLY DESIGNED' DEPOSIT RETURN SCHEME IS ADOPTED

14TH JANUARY

UK supermarket shelves could be awash with plastic packaging, replacing billions of endlessly recyclable beverage cans if the UK adopts a flat rate deposit return scheme (DRS) according to the Aluminium Packaging Recycling Organisation (Alupro), which has launched an extensive report analysing the implications of a poorly designed national scheme.

Developed in partnership with independent think-tank London Economics, alongside experts from across the UK packaging sector, the document analyses the environmental and economic implications of implementing a flat rate versus a variable rate deposit fee.

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Aiming to tackle plastic pollution, increase recycling rates, improve recycle quality and minimise litter, England, Wales, and Northern Ireland's long-awaited DRS is expected to come into force in 2023. The scheme will see a deposit value added to the price of a beverage product in store, which will be refunded to the customer when empty packaging is returned to a designated collection point.

While a variable rate fee would see containers allocated with a deposit value based on container size, a flat rate model would apply a fixed fee to all beverage containers. This unsophisticated approach could see customers charged an additional £4.80 for a 24-can multipack (on top of product purchase price) compared to just 80p for a 2-litre plastic bottle, which research suggests would result in 60% of shoppers opting for larger, cheaper, but much less

sustainable plastic alternatives.

Alongside the price hikes and increase in plastic packaging, Alupro's report uncovers a number of wider concerns posed by a flat rate model. Indeed, modelling suggests that a fixed fee model would result in 10% lower return volumes in total than a variable rate system. Conversely, a variable rate system would see the government achieve their 90% return rate a year earlier, leading to a higher recycling rate and less litter on the streets.

In addition, demand for aluminium cans - the world's most widely recycled beverage container - would fall by c. 11%, resulting in the industry being hit with an annual production shortfall of 4.7 billion units and the very real possibility of plant closures. With >75% of aluminium cans recycled every year, this would not only impact upon the UK's national recycling rates, but

also our thriving aluminium production industry.

Furthermore, with shoppers substituting convenient multipacks for cost-effective (but often impractical) large bulk containers, the UK could see a significant increase in portion sizes or experience an immediate and unnecessary hike in product waste.

Rick Hindley, executive director at Alupro, commented: "While we are fully supportive of a well-designed DRS, research surrounding best practice design is limited. Our report aims to fill the gap and provide extensive modelling into the real-world implications of differing deposit fee options."

"While some may think that a flat rate deposit fee would be easier to implement, this isn't necessarily the case. What is more, it would result in a tidal wave of unnecessary plastic - a key issue that the scheme is

fundamentally trying to solve. If the UK adopted a variable rate DRS, demand for plastic would drop notably. What is more, we would see significantly higher return rates in the first two years of DRS operation and limited impact on portion size or product waste."

"Our concern is that simplicity will override sustainability in senior-level decision making. As such, we are imploring the government to take our statistics and modelling into close consideration when discussing the design of the UK's DRS."

[www.alupro.org.uk](http://www.alupro.org.uk)



## MICHELOB ULTRA GOES GREEN WITH NEW ALUMINIUM CANS IN THE US

22ND JANUARY

Michelob Ultra beer will be served in cans made from the same aluminium used in Apple MacBooks to improve the beer's carbon footprint. Beermaker Anheuser-Busch InBev NV and metal producer Rio Tinto Group said that the new cans are partly made using a "carbon-free" process that eliminates greenhouse gases. The specialty metal comes from a joint venture between Rio Tinto and Alcoa Corp., called Elysis, which has counted Apple Inc. among its backers. American consumers have been demanding and paying more for food and beverages that make sustainability claims, causing many

traditional brands to scramble for an edge among shoppers.

The move to lower-carbon cans advances "the transition toward more sustainable packaging" and provides traceability, Tolga Egrilmezer, Rio Tinto's vice president of sales and marketing, said in a statement.

"Responsibly produced aluminium can play key role in helping our customers deliver the sustainable products expected by today's consumers."

The new aluminium-making process emits oxygen instead of carbon, a process that could revolutionise the industry if it's successful at a commercial scale.

Rio Tinto said 2.5 million of the cans will be distributed over the coming months. Michelob Ultra is the second-highest selling beer by dollars in the U.S. after Bud Light, according to data from research firm IRI.

The Michelob Ultra cans were manufactured at Anheuser-Busch's Metal Container Corporation facility in Jacksonville, Florida, using the Elysis aluminium cast into sheet ingots from Rio Tinto's plant in Quebec, Canada. Anheuser-Busch partnered with Rio Tinto in October to market the lower-carbon cans.

[www.michelobultra.com](http://www.michelobultra.com)



## NEW \$110 MILLION CANNING PLANT TO BE BUILT IN OMAN

27TH JANUARY

A new seafood cannery plant is to be built at the new Duqm Fisheries Complex in Oman.

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International Sea Food Company, a subsidiary of government entity Oman Food Investment Holding Company, is overseeing the establishment of the fish processing plant with an investment of around \$110 million. When fully operational, the cannery plant will boast a processing inflow capacity of around 88,000 tons per annum of sardine and tuna, while churning out sizable quantities of fishmeal and fish oil as well.

"The establishment journey of (ISFC) into a domestic, regional and international player in the seafood industry will enable it to work towards its objective of diversifying its asset, product offering, and customer base, thus striving for a sustainable growth and values added-return to its shareholders," said the company in prequalification tender documents distributed to interested contractors earlier this month.

"A detailed feasibility study was conducted looking at market opportunity, company positioning and project execution philosophy. The feasibility showed the viability of the project given the key project assumptions and market positioning," it noted.

It will be one of the first fish processing related investments to materialise at the cluster which, together with the fisheries port, will position Duqm as a major fisheries hub in the Middle East, it added.

[www.isfc.om](http://www.isfc.om)

# FEBRUARY 2021



## ARDAGH TO COMBINE WITH GORES HOLDINGS TO MERGE BEVERAGE CAN BUSINESSES

9TH FEBRUARY

Ardagh Group and Gores Holdings have announced that they have entered into a definitive business combination agreement under which Gores Holdings V will combine with Ardagh's metal packaging business that will be held by Ardagh Metal Packaging to create an independent public company. The Company intends to apply to list its shares on the New York Stock Exchange under the new ticker symbol "AMB".

Ardagh will retain an approximately 80% stake in AMP and receive up to \$3.4 billion in cash in the transactions. Oliver Graham, CEO of Ardagh Metal Beverage, will be CEO of AMP. Paul Coulson, Chairman and CEO of Ardagh, will serve as Chairman and Shaun Murphy, COO of Ardagh, will serve as Vice Chairman of the company following the closing of the transaction.

AMP is a global leader in the supply of sustainable and infinitely recyclable beverage cans. The company has a leading presence in the Americas and Europe and is the second-largest beverage can producer in Europe and the third largest in North America and Brazil. As the only pure-play beverage can company, AMP products touch billions of consumers worldwide. The company believes that strong demand in traditional and new beverage categories coupled with environmentally conscious end consumers are driving an inflection point in beverage can demand and the Company is well positioned to capitalize on these multifaceted growth opportunities. The company has a compelling financial profile, with a clear and tangible growth trajectory backed by long-term customer contracts and expects to double Adjusted EBITDA from \$545 million in 2020 to over \$1.1 billion in 2024.

"Ardagh Metal Packaging is benefiting from long-term megatrends, including sustainability and changing consumer preferences," said Paul Coulson, Chairman and CEO of Ardagh. "The business has grown significantly since our acquisition of the metal beverage packaging business in 2016 and we have a clear roadmap that we believe will lead us to more than double Adjusted EBITDA by 2024, as we invest in support of our customers' growth. We are delighted to partner with Gores Holdings V to create a NYSE-listed pure-play beverage can business of scale with impeccable ESG credentials, and we intend to remain a committed, long-term majority shareholder of AMP as it continues its growth journey."

"Over the past five years, our metal packaging business has grown its position as one of the world's leading beverage can producers through our agility and foresight in tapping into emerging consumer and market trends," said Oliver Graham, CEO of AMP. "Our accelerated growth strategy is timely and deepens our connection with our customers as demand for sustainable beverage cans continues to grow."

Alec Gores, Chairman and CEO of The Gores Group and Chairman of Gores Holdings V, said, "Ardagh Metal Packaging has solidified its position as a clear leader in sustainability. The Company has an entrepreneurial owner-manager culture that has led to a successful transformation underpinned by powerful industry dynamics. With a compelling financial profile and clear trajectory for growth, we believe AMP can continue to lead the charge, and we look forward to partnering with Paul Coulson and the team as they continue to execute a targeted expansion strategy supported by highly visible market demand and a strong track record of disciplined and efficient capital deployment."

"Sustainability is an important component of our investment strategy, and AMP is a clear leader in this space—environmentally, ecologically and socially," said Mark Stone, Senior Managing Director of The Gores Group and CEO of Gores Holdings V. "As customers around the world continue to demand sustainable solutions, we believe the Company is strongly positioned to capitalize on the exceptional growth opportunities ahead and we're thrilled to be partnering with the team to do so."

 [www.ardaghgroup.com](http://www.ardaghgroup.com)

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## NEW PATENT ISSUED FOR SENSORY ANALYTICS

15TH FEBRUARY

Sensory Analytics has announced today that the United States Patent and Trademark Office (USPTO) has issued an impactful new patent, U.S. Patent No. 10928185, that further protects their proprietary product offerings. This important patent covers the methods and systems for Sensory's exclusive ruggedised

optical interference (ROI) technologies that power all SpecMetrix coating thickness measurement systems. Furthermore, this latest patent solidifies and significantly expands the company's intellectual property portfolio related to the measurement of all applied coatings onto metal and other industrial substrates.

"The addition of this broad patent extends the strength and reach of our intellectual property protection around the unique technical advantages of our SpecMetrix product lines," said Greg Frisby, Global Industry Manager for SpecMetrix Systems at Sensory Analytics. "We look forward to rapidly expanding the use of our industry-leading SpecMetrix coating thickness measurement solutions within the global coated metal, flexible packaging, automotive,

electronics, glass, and other industrial manufacturing markets."

Most legacy methods for measuring coating thickness have not been effective for in-process coating use as they provide insufficient meaningful data for quality and process control improvements. The ability to continuously monitor and adjust the thickness of applied coatings more precisely prevents poor product quality due to under-application. In-process measurement tools also help control coating uniformity during production to prevent over application and reduce costs.

Built upon the company's expanding intellectual property portfolio, SpecMetrix measurement systems can immediately address these longstanding issues and provide Sensory customers and industry partners with more accurate, objective, and real-time coating measurement data. With the unique

ability to measure a wide variety of clear and opaque coatings and materials, SpecMetrix systems are helping manufacturing customers in over 50 countries to experience significant savings by optimising coating usage, increasing production throughput, reducing labour hours, and avoiding expensive quality claims.

 [www.specmetrix.com](http://www.specmetrix.com)



## TRIVIUM ARGENTINA EXPANDS ALUMINIUM AEROSOL CAN RECYCLING

21ST FEBRUARY

Trivium Packaging has partnered with a recycling firm in Argentina to increase the recollection and reuse of aluminium aerosol cans.

Through the partnership with Creando Conciencia, Trivium Argentina will become the first in Latin America to use post-consumer recycled (PCR) aluminium. The initiative is part of the company's efforts to raise awareness and accelerate sustainability practices for its customers and the planet.

Marcelo Celestini, general manager of Trivium Argentina, said: "This recycling initiative enables Trivium to make a difference in the three areas our company is built on by taking care of people through social organisations, protecting our planet by reducing CO2 emissions in a significant way, and by walking the same journey with our customers."

The partnership aims to make the recycling process more efficient

while providing encouragement and education to the community surrounding aerosol can recycling.

Creando Conciencia will collect aluminium aerosol cans from consumers and process them using machinery provided by Trivium that depressurises and compacts the aerosol at the same time. Trivium is then able to melt the compacted aerosols to produce aluminium ingots.

Trivium Argentina estimates that 9-10% of its newly produced packaging will come from recycled aluminium.

 [www.triviumpackaging.com](http://www.triviumpackaging.com)



## ANHEUSER-BUSCH TO INVEST \$1 BILLION IN PRODUCTION FACILITIES IN HARD SELTZER PUSH

24TH FEBRUARY

Anheuser-Busch has said this week that it will invest over \$1 billion in its U.S. manufacturing facilities over the next two years. The investment comes as the brewer looks to raise production of hard seltzers that have become widely popular in recent years - according to an article by Reuters.

The beverage, perceived to be healthier than traditional beer by some, has become one of the hottest alcohol trends in the United States. Sales in stores have roughly doubled each year since 2016, and further accelerated during the COVID-19-led lockdowns as people stayed away from bars and drank more at home.

Anheuser-Busch, the maker of

Budweiser beer, admits it was late to the hard seltzer game, but plans on overtaking market leaders White Claw and Boston Beer Company's Truly over time by ramping up the production and marketing of drinks such as Bud Light Seltzer.

"We need to build more seltzer capacity so we can attend the demand from consumers, which is a growing demand," Anheuser-Busch Chief Executive Officer Michel Doukeris told Reuters, adding that the company's new Michelob Ultra organic seltzer also requires "huge" investment.

The United States' largest brewer and subsidiary of Belgium-based Anheuser-Busch InBev said it would inject nearly \$400 million in 12 major breweries this year, while about \$100 million would go to environmental sustainability projects.

The company also plans on spending more than \$100 million in new can-manufacturing lines as it ships more single-use cans and bottles and fewer kegs and returnable glass bottles that are used in bars and restaurants.

 [www.ab-inbev.com](http://www.ab-inbev.com)

### INTRODUCING THE CANMAKING NEWS PODCAST



IN CONVERSATION

Read more on page 36

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[canmakingnews.com](http://canmakingnews.com)



# THE SMALL FILLER CHALLENGES OF TODAY

KAREN MCKENZIE TAKES A LOOK AT HOW THE CAN SHORTAGE IS THREATENING CRAFT BREWERS AND SMALL-BATCH SUPPLIERS.

**The Canmaking market is presently in an unprecedented global growth phenomenon. This growth has brought about a situation where canmaking capacity falls vastly short of demand bringing new challenges and burdens to the smaller fillers. The Canmaking Fraternity could not be happier with John Hayes, CEO of can giant Ball Corporation, stating 2020 brought, "Certainty that our once in a lifetime opportunity had indeed arrived."**

At the Ball Corporation 2020 Virtual Investor Day, the company told investors that the US market alone was short of 10 billion cans in 2020. Ball is investing \$1.5 billion to increase capacity to meet demand, but Hayes warns, "until the new capacity is up and running, it's going to continue to be challenging."

The pandemic saw much of the world forced into lockdown. Sales volume shifted from in-trade (bars and restaurants) to the off-trade (retail) as consumers stayed indoors and drank at home, often from cans. Brewers of beer that would typically be supplied in kegs for the in-trade



**KAREN  
MCKENZIE**

turned to bottles and cans.

Traditionally, craft beer makers had preferred kegs or bottles, but as the movement grew in popularity, taking over shelves of liquor stores and even supermarkets, the practicality of cans won again. Cans are cheaper, easier to stack and lighter than bottles which is important as people are stocking up at home, "You can carry a 30-pack of cans, not a 30-pack of bottles." says Bart Watson, chief economist for the US Brewers Association.

Of course, demand for cans had already increased before the pandemic hit. The PET bottle, previously seen as modern, lightweight, cheap to manufacture and easy to use because of its reclosable nature, suddenly fell from grace in 2018 thanks in part to David

Attenborough's widely acclaimed Planet Blue series. A change in trends has also played a significant role in the increased demand. The marketing of different can shapes and sizes to focus on the millennial needs by the large corporations started to make an impact, the success of hard seltzers and the expanding wine-in-can market saw whole new segments of the market fighting for cans. Even dairy and iced coffee producers sped up their shift to 2-piece metal packaging. Soft drinks and water have seen tremendous growth too, and with marketers in all categories shifting from single-use, plastics pressure has created an unprecedented demand for cans.

All market forecasts indicate an acceleration of these trends as evidenced by can manufacturers staying in allocation mode and essentially informing customers what they will receive rather than giving them what they want. James Calder, Chief Executive of SIBA UK (Society of Independent Brewers), says of the

major can manufacturers, "They have either stopped working with smaller brewers entirely or changed payment terms or other conditions." He goes on to say that these changes include, "Asking brewers to order a year's worth of stock in one go and pay upfront in a time when predicting demand is impossible and cashflow is excruciating or referring them to third party suppliers."

The situation is the same in the US; the shortfall is affecting can manufacturers, distributors, and brewers nationally. In many cases, small brewers are having to resort to buying empty cans from other brewers, cans that were not filled for various reasons - perhaps a run that did not sell well, brands that were no longer popular, leftovers from a packaging redesign or maybe even misprints - and then re-sleeving the cans with a new

shrink-wrap label over the top of an old one. Wolf Ridge Brewing in Ohio is just one of the many brewers having to resort to this tactic by repurposing unused cans from a previous batch called "Leisurely" to can a new low-calorie IPA by wrapping them with a new label. Co-founder Alan Szuter said, "It's a labour-intensive process, but in light of there being a can shortage, it absolutely didn't make sense to destroy any excess cans."

Around the world can manufacturers are taking steps to expand capacity by building additional plants and installing new lines in existing plants. However, expansion takes time, and



when everyone is doing it, pressure is on the machinery suppliers and long lead times are becoming the norm. Relief is not in sight for the small-batch brewer who needs to be creative if he wants to keep his place in the market.

With the future so uncertain, many breweries are on shaky financial ground already and large capital investments are not an option. Duncan O'Brien, founder of Dalston's Soda Company in the UK, has not yet been affected by the can shortage but is already concerned saying, "The reality is that large canners don't usually work directly with brands as small as ours unless it's at the initial stages of setup, the can-filler is usually the customer."

The cost of packaging has always been unfair to these smaller producers, with the high-volume traditional fillers forcing down the cost of packaging, leaving the need for the packaging manufacturer to keep the line running for as long and as efficiently as possible. Fewer line changes mean higher volumes and higher efficiencies. The smaller brewers with typically smaller runs and more frequent changes have found themselves well and truly in the cold, sending many to the wall with debt and loss of spirit, leaving a small market not only lamented by the industry but also the consumer.

The craft brewers, the wine-in-can



**John Hayes**  
CEO Ball Corporation

producers, the small specialist drink suppliers all need to look at new models to survive. The farmers of the world learned a long time ago that forming cooperative groups gave them the strength to fight back against the large factory farmers. Bob McKinley Director of Business Development at SLAC Dayton, remembers the days when the family-owned Coca-Cola and Pepsi Bottlers had to band together into Co-ops to justify the cost of a can filling line; he says, "South Atlantic Canners - the Coca-Cola plant next to Bishopville plant was once one of those".

While many of the innovations that can fill the gaps are too much of a financial burden for small fillers, together, the economy of dilution comes into play, and the numbers become less daunting. One answer for the specialist drink artisans may be to look at pack strength, like wolves, and come together to manufacture for their own pack needs.

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PERM also offers rebuilt HOE decorating presses, with increased production speeds up to 20 percent; with changeover times cut by up to

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# MARCH 2021



## NEW RESEALABLE END SYSTEM FOR BEVERAGE CANS

4TH MARCH

Sav-Ty have launched a new resealable end system, a pressure-resistant and leakproof resealable end system for beverage cans. The product was designed to open greater opportunities for sustainable and resealable beverage cans by enabling them to effectively compete with PET and glass bottles as a pack for multi usage drinking occasions. It can reportedly be fitted to any current beverage can end shells or be used on any can size and, therefore, seamed onto standard beverage cans using existing filling equipment without the need to adjust the filling line. Sav-Ty reportedly meets international beverage industry standards and demands for all types of drinks.

The current Sav-Ty prototype, with its two-part injection-moulded plastic design can be clip-assembled or moulded into any beverage can end shell, in which an offset cut-out has been punched. The plastic parts are simpler to produce and, at 3g, are extremely light. It was ergonomically designed to be easily used by simply flipping up the Sav-Ty tab and twisting a quarter turn to open, drink from the can or pour, and reseal.

The screw cap can be tethered to the anti-rotating support, and its integrated soft seal system can also accommodate a wide range of dispensing fits. These could be reused to reduce the need for single-use plastic.

[www.sav-ty.com](http://www.sav-ty.com)



## EUROPEAN ALUMINIUM AND METAL PACKAGING EUROPE LAUNCH 2030 RECYCLING ROADMAP

16TH MARCH

European Aluminium and Metal Packaging Europe have launched a joint roadmap towards achieving 100% aluminium beverage can recycling by 2030. The roadmap reflects the conviction among aluminium producers of cansheet, manufacturers of aluminium beverage cans and recyclers of used aluminium beverage cans, that the full potential of the aluminium beverage can in a truly circular economy can be achieved within the next ten years.

The roadmap was launched during a webinar, organised jointly by the two associations, and attended by over 200 stakeholders, a collaboration which will be vital to achieving this ambitious, but realistic, aim.

"Made from a permanent and infinitely recyclable material, easily sorted and efficiently recycled, and with a high end-of-life economic value, the aluminium beverage can is well-suited for 'real circularity'," said Oliver Graham, Chairman of the Beverage Can Commission at Metal Packaging Europe. "With this in mind, achieving a 100% recycling rate for beverage cans by 2030 is a realistic aim, based on maximising the circular potential of the aluminium beverage can."

"While we are confident that we can achieve this ambitious target, it will require the participation and support of the entire value chain," added Andy Doran, Chairman of the European Aluminium Packaging Group. "We therefore call on our partners, including brand owners, retailers, consumers, packaging recovery organisations, recyclers and others, to work with us to further improve the collection of cans, as part of a joint mission to fully close the loop and move from the current recycling rate of 76.1% to a real recycling rate of 100% in 2030."

Kestutis Sadauskas, Director for Circular Economy and Green Growth at the European Commission's Directorate General for Environment,

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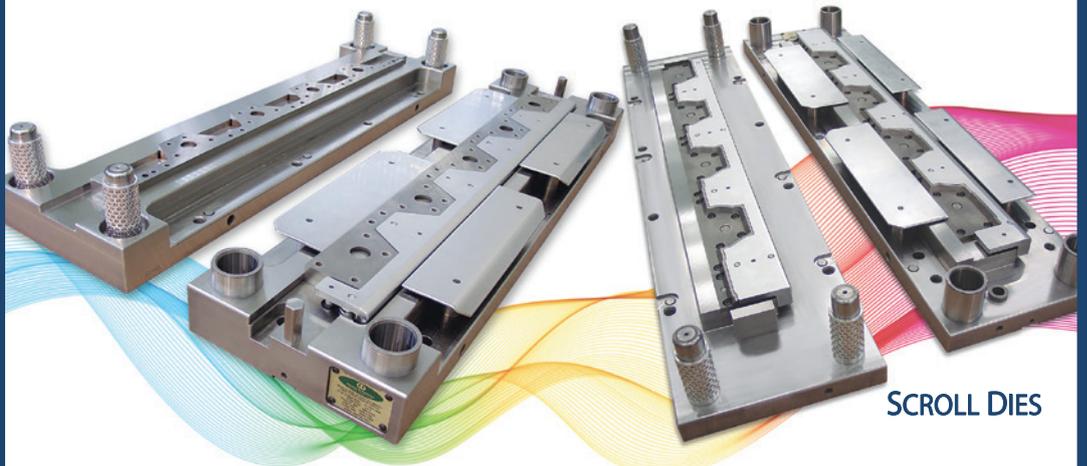
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welcomed the initiative. "The aluminium industry can be praised for its efforts to improve the recyclability rate of aluminium beverage packaging. But work remains to be done. Our ambition is that all packaging put on the EU market in 2030 is either recyclable or reusable. A transformative joint effort is necessary to make all packaging circular, to reduce inefficiency and environmental impact, and I do not underestimate the challenge. The Commission acknowledges the importance of aluminium as a resource towards a circular and low carbon economy. We must also play our part and the Recovery and Resilience Facility will provide large-scale financial support to investments."

The presentation of the roadmap was followed by a lively panel discussion, featuring speakers from key areas of the value chain, all of whom

expressed their willingness to work towards reaching the 100% target set out in the roadmap. Menno Koopmans from Soul Water described the aluminium beverage can as fitting perfectly with the brand's socially conscious and sustainable ethos, while Sophie Genier, from the French 'Green Dot' scheme CITEO, promised to further improve the French yellow bin system for all recyclable packaging, including beverage cans. Kjell Olav Maldum from Norwegian deposit return system (DRS) INFINITUM stressed how well-suited aluminium is to a cost-effective DRS, resulting in almost 100% collection rates and high-grade recycling and Vanya Veras of Municipal Waste Europe stressed the importance of continuing to develop strong links between industry and municipalities for more effective collection.

[www.metalpackagingeurope.org](http://www.metalpackagingeurope.org)



## DANTEX GROUP TAKES PLATE PROCESSING TO A NEW LEVEL

24TH MARCH

Dantex Group has announced the launch of Marathon; a new plate processor, specifically aimed at the growing demands of the metal decoration market.

In addition to being easy to use and maintain, faster and more practical,

Marathon will bring higher productivity and new sustainable standards to the industry within a technology package never seen before. Utilising its environmentally policies, customers can benefit from its eco-friendly design and a host of impressive features, ranging from ultra-high-speed washout, automatic essential maintenance, and industry 4 standard compatibility. This new technology is ready to meet the increasing requirements of the can décor sector.

Marathon is available in two size configurations, offering optimum plate throughput and a combination of unprecedented efficiency, quality and high-speed processing. Marathon 1000M and 600M, 900mm x 1200mm (35.43" x 47.24") and 580mm x 1200mm (22.83" x 47.24") respectively, have been specifically developed to work with new Marathon plate technology, while still allowing standard Torelief steel back plates to be processed.

"The environmentally friendly design, increased productivity and enhanced features, makes our new Marathon processors a true leap forward in plate processing technology, and we are very excited to launch them to the industry," said Dantex Group's CEO, Ben Danon. "Processor technology has stood still for over 20 years, until now. This is not just another processor, this is Dantex leading through innovation."

 [www.dantex.com](http://www.dantex.com)



## ALUCAN TO OPEN NEW FACTORY IN BELGIUM

26TH MARCH

Alucan have announced the opening of a new plant in Lummen, Belgium as a significant step towards expanding the firm closer to their clients and growing the brand to reach its full potential.

The opening of the new factory not only marks a monumental entrepreneurial advancement for Alucan, but a real progression towards the values that founded the company. The new Lummen plant is both a direct representation of the thirst for innovation that consistently drives Alucan into action and a significant progress into transforming our production into a series of sustainable practices, as the firm continues to meet its pledge to contribute towards a more environmentally friendly manufacturing sector.

A spokesperson for the firm said, "With the installation of our new plant, we expect to reduce our carbon footprint by 7.7% due to process improvements in our

production line, in which we are working through the implementation of effective management systems. We expect a further 3.7% reduction through our economization of transport, as the plant brings us to closer proximity to several clients. Furthermore, our increasingly common use of 100% PCR recycled aluminium will reduce the can carbon footprint by a staggering 88.4% whilst the work of our I+D team aims to lower the weight of the cans to further reduce the footprint by at least 2.5%."

"Our new Lummen factory brings even more advances towards sustainability. We will improve the impact of our manufacturing process by reaching towards eco-friendly energy sources. These actions include taking advantage of the heat of the ovens to repurpose it to heat the water required for the process, with the installation of heat exchangers; finding an effective management system through which we can connect rainwater to use in our production and investing in solar panels that will provide us a significant amount of energy to continue producing sustainably.

"Thus, the opening of our new Lummen plant brings about incredibly exciting prospects for Alucan's business expansion, strong international connections and firm environmental commitment. Here's to innovation. Here's to new beginnings. Here's to a future of sustainability."

 [www.alucan.eu](http://www.alucan.eu)

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# FROM HEMP TO ALUMINIUM: IS IT TIME TO HASH OUT NEW PACKAGING IDEAS?

A SPECIAL FEATURE FOR CANMAKING NEWS BY KAREN MCKENZIE EXAMINES REQUIREMENTS FOR ALUMINIUM PACKAGING IN NEW AND EXCITING MARKETS.

**The world of packaging and packaged goods is going through a fluid and rapidly changing landscape with demand outstripping capacity in many cases. However, we all are aware that this will level out at some point, so we look outwards to find new frontiers that will sustain us in an ever-competitive packaging market.**

One enterprising direction is the need for packaging for the globally more recognised and legalised cannabis trade. The cannabis industry is shedding stigma at an astonishing speed. As the push for legalisation around the world gains momentum many believe it is a question of when, not if, it is recognised in the mainstream as a legitimate pharmaceutical medicine or even as accepted as alcohol or



**KAREN  
MCKENZIE**

cigarettes in social circles.

In 1996, in the USA, California became the first state to legalise medical cannabis, igniting a movement that spread to most states by 2016. In 2012, Washington and Colorado became the first states to legalise cannabis for recreational use. Today the drug is legal in 35 states, with 16 allowing adults to use it for recreational purposes. After Uruguay, Canada became the second country in the world to legalise recreational cannabis in 2018 after medical use had been allowed since 2001.

A legal, commercial framework for cannabis cultivation and distribution has proven to be a high tax earner for governments involved. Canada alone brought in \$183 million in federal taxes for legal cannabis in the first five months after legalisation (Statistics Canada); This figure does not include broader economic benefits attained as ancillary businesses jostle to get a piece of the action.



In Europe, 2021 is shaping up to be a critical year for the cannabis industry with many countries changing legislation allowing cultivation, processing, and commerce in cannabis related products. Many see the legitimisation of recreational cannabis as a matter of course in much of the region.

Whatever your opinion, it cannot be denied that the cannabis market is expanding tremendously with all reports forecasting enormous market growth. The global cannabis market is projected to reach USD 90.4 billion by 2026 with Europe projected to be the fastest-growing market for the period.

Any industry with this type of growth attracts significant attention from investors and over the past couple of years we have witnessed well known,

legitimate corporations laying their stake in what they believe to be a lucrative proposition.

Cannabis-infused beverages hit the US market a few years ago and continue to grow. Earlier this year Truss CBD USA, a joint venture between Molson Coors and Canada's HEXO Corp., introduced Verywell, a CBD beverage in Colorado. More recently, Truss has announced the roll-out of six new cannabis infused beverages over the summer. AB Inbev, Coors and Constellation Brands are just a few of the notable players competing in the cannabis-infused beverage arena.

According to Seattle based analytics firm Headset, Cannabis-infused beverage sales rose from \$67.8 million in 2019 to \$95.2 million in 2020. While this increase in sales of 40.3% is not to be sniffed at, the infused-beverage market is but a small slice of the overall cannabis product portfolio.

The array of

cannabis-based products is on the rise - oils, beauty products, pharmaceuticals, chocolates, gummies even dog treats are hitting the market as producers strive to find inventive new ways to cast off decades of stigma. Of course, while laws surrounding the legal use of cannabis differ from country to country, they all come with strict regulations - particularly regarding packaging. As the markets continue to grow, laws continue to evolve, and companies are recognising the importance of investment in compliant, child-safe, sustainable packaging.

Swiss packaging provider Hoffmann-Neopac, already supplying a wide variety of tins and cans to industries such as food, tobacco,

beauty, and healthcare, identified an opportunity in this emerging market. At the onset of changes to the code of legislation in California and legalisation in Canada, the Hoffmann-Neopac R & D team rose to the challenge to prepare compliant packaging solutions. Within eight months a tin was developed with CR (child-resistant) certification and was introduced at the 2018 NCIA Cannabis Business Summit and EXPO in San Jose, California.

By mid-2019 business was booming and due to the massive success, a new generation of the Hoffmann Tin was developed. Now in three different sizes for edibles, flowers and pouches, the new tin has an easier to open airtight seal with a new CR closure.

Case Mandel is co-founder and CEO of award-winning brand Cannadips, producing semi-porous CBD pouches that slowly release CBD into the body. Mandel says that they knew they needed the highest quality packaging they could find when they formulated their product. This search brought them to Hoffmann-Neopac. Initially ordering only 80,000 tins, Mandel acknowledges that in taking a chance on a start-up business by fulfilling the initial humble order, Hoffman-Neopac forged the way ahead for a strong relationship, saying, "Becoming the leading smokeless nicotine and tobacco product with CBD and THC has taken time, and without the leap of faith by our partners at Hoffmann-Neopac we aren't sure we would have the successes we have had up to this day."

Last year Cannadips bought over a million of the speciality tins and is well on the way to significantly surpassing that figure in 2021. For Hoffmann-Neopac this, along with an expanded customer base in the cannabis market, demonstrates that they were perceptive back in 2017 when they spotted potential in a controversial new market.

Controversy is something Scott Martin of Idaho based marijuana

packaging company, N2 Packaging acknowledges that he also had to overcome; he found that they were turned down by many banks and had



businesses refuse to work with them because of association with the industry. This was in the early days as legalisation was just beginning to change. Despite this, since its inception back in 2013, N2 packaging has gone from strength to strength. Last year alone saw production grow from roughly 6,000 cans per month to well over 2 million cans per month. In addition to this, Martin says "After years of focusing on growing our footprint in the US and Canada, we recently did our first installation in Australia and will be slowly expanding into other European countries as we secure supply and servicing agreements."

The design, a food-grade tin can with a ring pull top and separate CR

cover, is hermetically sealed and flushed with nitrogen before sealing. This patented process safeguards product aroma and integrity.

During his research, Martin realised a common theme amongst farmers

was the market fluctuation due to an oversupply of product after harvest. Realising that, as laws changed and the industry grew, this would be an even bigger problem due to an increase in cultivation, he saw that the preservation qualities of N2 Packaging would give growers the ability to manage when to release product to the market

"I've always believed that our packaging would be a solution in the cannabis industry," says Martin. "eliminating shelf-life concerns is the obvious benefit of our packaging, but I believe that the recyclability and not just for the preservation of the product is what sets us apart from other packaging options." Indeed, N2 have gone on to develop more sustainable options including a biodegradable CR cover utilising a clam shell additive that is part of a beach restoration effort in Mexico.

Sustainability is a strong focal point for Scott Martin; he says, "I believe that sustainability and automation will become more prevalent in Cannabis packaging in the future, we are focusing on expanding our offerings in these areas."



**Scott Martin**  
N2 Packaging

In the packaging industry, we are all aware that the conscious consumer cares about making informed choices, that sustainable practices are in use, and that producers follow environmental, social and ethical guidelines. Why should the Cannabis market be any different? A market with an ever-changing landscape and an expanding customer

base. Customers who, due to growing legitimacy, have reasonable expectations of a safe consistent product and stable pricing.

The N2 system provides advanced packaging practices with health and

safety standards comparable to those found in the food and beverage industry. The patented process eliminates moisture and removes oxygen, thereby reducing growth of mould, micro-organisms and harmful bacteria; a process that is old news in the food industry but a first in a newly legalised industry finding its place in the economy.



Irrespective of personal views, the number of places where the marijuana industry is now a legitimate way to earn a living is growing. No longer carried out under cover of darkness or from the back of a car, a baggy is not an acceptable form of packaging. Not for the authorities regulating the industry nor for the new breed of consumer who has a higher expectation of quality and professionalism.

Are we wrong as an industry to embrace such an emotive product or is this akin to the furore we witnessed in Europe with the launch of the first high caffeine energy drink? Some countries banned Red Bull for years due to governmental health concern about taurine, an amino acid commonly found in energy drinks. Supermarkets now abound with canned energy drinks not only in 250ml slim cans, we see them now sold on ever-increasing container volumes.

Love it or hate it, our industry and our employees need us to be proactive and bold as we move forward.

(It should be noted that this article is not an endorsement of any of the products mentioned here-in, it is simply an acknowledgment of a rapidly expanding new market source).



# APRIL 2021



## HAIR CARE BRAND ADOPTS ALUMINIUM PACKAGING

10TH APRIL

Plant-based hair care brand Eva NYC has made moves to address sustainable beauty's biggest issue—non-recyclable packaging—with vibrant, new 100% recyclable aluminium bottles.

Introduced in February 2021, the new packaging includes several sizes of a custom-shaped aluminium bottle, decorated with vibrant, shiny pastel graphics in billowing, abstract patterns. Topped with a range of matching pastel plastic caps, dispensing fitments, and trigger sprayers, the cans make a bright and spirited statement.

"Eva NYC is a brand of beauty lovers based in Brooklyn with wild imaginations and an obsession with hair," said company Brand Vice President Jane Moran. "We make products and tools with powerful ingredients

According to the company, its decision to make a change in its packaging was based on the mounting issues around beauty care packaging. Citing 2020 insights from Marketing Tech, Eva NYC says that non-recyclable packaging is the biggest issue in sustainable beauty, with more than 120 billion packaging units produced annually on a global

level. "With so many beauty products produced every year, mostly in plastic, we knew we had to do something about it," a statement from the company said. "Only 9% of plastics actually get recycled, and we wanted to provide our customers an option to stop purchasing virgin plastics as they are the hardest to recycle.

"According to a report from marketing intelligence firm WGSN, 88% of consumers said they wanted brands to help them be more sustainable and ethical in their day-to-day lives, and yet 43% said that brands are actually making it harder for them. In fact, the report showed that high prices were the most common barrier for consumers to being more sustainable. Plus, our own consumer research showed that our customers are looking for products that are free of harmful ingredients, cruelty-free, and made with sustainable packaging—as long as those products will still be effective and give her a good hair day, every day."

Eva NYC selected aluminium because of its recyclability and due to consumer perceptions of aluminium versus plastic. "We chose aluminium because it is 100% recyclable, forever," says the company. "Forever means aluminium is infinitely recyclable. This product can continue to be recycled, over and over and over again. It also takes the least amount of energy to recycle aluminium. In fact, aluminium is the easiest material to recycle in the U.S., as all curbside recycling facilities take aluminium. In as few as 60 days, the aluminium container you recycled can be back on the shelf, living its next life."

The new bottles are made from 100% aluminium, with some formats containing an amount of recycled material. Eva NYC worked with Trivium Packaging to create adjustments to the supplier's stock moulds to create packaging unique to the brand, customizing the artwork, base, finish, and neck for each SKU.

According to Moran, it was also a priority for Eva NYC that the packaging forego plastic labels that could harm the environment, so the bottles are direct litho-printed. The custom gradients used in the artwork, which was designed by Eva NYC's in-house creative studio, use between five to eight colours, depending on the SKU.

With the change, 93% of Eva NYC's packaging is now plastic free, with the balance comprising complex closures, such as caps and triggers, made from polypropylene. Says Moran, "We are in the process of researching and identifying alternative pump materials, as our goal is to move away from plastic components entirely."

In the meantime, however, the company has partnered with TerraCycle, so that consumers can recycle their pumps, caps, and triggers, as well as older Eva NYC plastic packaging, for free. Although it's easier for consumers to recycle the aluminium through their own curbside recycling system, they can also choose to send the entire package—aluminium bottle and pump—to TerraCycle as well for recycling.

Of the news of a shortage of aluminium cans resulting from the pandemic, Moran says the company is aware of the supply chain issues, but through careful demand

planning and close communication with its supplier, the company is confident its inventory is not at risk. "We are continually monitoring the situation to make sure we can secure enough aluminium to meet our demand," she says.

 [www.eva-nyc.com](http://www.eva-nyc.com)



## ISRA VISION LAUNCHES NEW OPTIONS AND FEATURES FOR COATING AND PRINT INSPECTION SYSTEMS

17TH APRIL

When producing three-part metal packaging, the goal is to achieve visually perfect products in accordance with all hygiene and safety requirements. Flawlessly coated and printed metal sheets are the basis for this. CoatSTAR and DecoSTAR, the renowned 100% inspection systems from ISRA VISION, inspect the quality of the coating and print at process speeds. These systems now offer a range of new features that increase efficiency on the production line, thereby helping system operators optimise their processes.

The new "Auto Detect Color Bars" feature in the DecoSTAR 100% inspection system from ISRA VISION not only shortens the makeready process for new print jobs but also simplifies the colour inspection process as a whole. The four to

six-colour printing process, used increasingly more often in metal printing, is benefiting from this in particular. The DecoSTAR system can automatically detect and evaluate the colour measurement ranges in the bleed area of every sheet. A newly developed optional layout for colour measurement areas by ISRA VISION also enables the detection of additional colour zones, allowing inspection of all images on the sheet. DecoSTAR guarantees 100% inline colour measurement and recognises colour differences caused by colour applications that are too thick or too thin based on density measurements. These are displayed as deviating  $\Delta E$  values.

Two additional new features are now also available on both the CoatSTAR and the DecoSTAR systems. The "Machine Speed Reporting" feature enables both systems to collect detailed additional information on the inspected process: The evaluation includes information on the average speed per task or pallet and logs the current machine speed for every error detected. The data for "Machine Speed Reporting" is displayed as part of the inspection log, which is available as a PDF either locally or in a network environment. The correlation between machine speed and error type provides system operators with essential information to help optimise their processes. Speed-based errors such as colour fluctuations or splashes, can now be prevented without slowing the process unnecessarily.

The "Maintenance Reporting" feature also ensures smoother processes. To this end, the "Touch & Inspect" graphical interface notifies the user when maintenance is required. This prevents defects that are typically caused by dirty components or initial signs of wear. The operator, therefore, can react at an early stage and prevent more severe problems - whether by cleaning the corresponding

components or by requesting a maintenance appointment to avoid unplanned and forced downtime or large amounts of waste through a system failure.

With the CoatSTAR inline inspection system for inspecting coatings and DecoSTAR for inspecting prints, ISRA VISION offers powerful solutions for the 100% inspection of metal sheets. They not only reduce waste to a minimum but also support the user with new functionalities that simplify colour inspection, speed reporting to avoid speed-related defects, and maintenance notifications.

The DecoSTAR inspection system for printed metal sheets can automatically detect and evaluate colour measurement ranges in the bleed area of every sheet. It guarantees 100% inline colour measurement and detects colour differences caused by colour applications that are too thick or too thin based on density measurements.

 [www.isravision.com](http://www.isravision.com)



## THREE FIRMS TO MERGE TO FORM PACKSYS GLOBAL AG

20TH APRIL

Combitool AG, Texa AG and Madag Printing Systems AG have announced their intention to merge into PackSys Global AG. The goal is to create a stronger force and focus on the continuity of their strengths.

The merger process of all companies was announced to be completed by 1st August 2021.

The individual companies have been on the market since 1969. High performance products and know-how have established the reputations of Combitoool AG, Texa AG, Madag Printing Systems AG and PackSys Global AG. 2021 is a year of change.

The company will be organised into four divisions: Premium Cosmetics, Health and Pharma, Beverage and Specialties and Customer Service. This will allow the organisation to meet the changing market needs in the future and reflects the consistent industry orientation of PackSys Global.

New CEO Beat Rupp said, "We decided to consistently optimise our organisational structures and processes to the needs of the customers in order to be able to give them the optimal answers to their questions at any time in the dynamically changing market environment."

 [www.packsysglobal.com](http://www.packsysglobal.com)



## AUSTRALIAN CRAFT BREWER INVESTS \$3M IN PACKAGING EXPANSION

28TH APRIL

Gold Coast brewery Black Hops is due to start work on a \$3 million packaging upgrade at its Biggera Waters production brewery. The brewery has invested in a Master C-Block 24/4 Filler and Seamer as part of its packaging upgrade

supplied by CFT Australasia. Black Hops says the investment will see its output rise from 65 cans per minute to 250 cans per minute.

This would result in a "significant increase" in the volume of beer going to market, according to the award-winning brewery, and frees up space for further tank space which could see capacity grow to 10 million litres annually in the coming years.

Black Hops' packaging expansion is being funded through a recent \$1.6 million fundraising round among existing investors, and the rest will be funded through cash and debt funding, according to Black Hops co-founder Dan Norris.

Norris also suggested another equity crowdfunding round later in the year could help to contribute to its expansion costs, after successful previous rounds which helped it open its Black Hops II venue and brewery.

CFT is managing the expansion which will include end-to-end solutions including a depalletiser, an ionised air can rinsing system and carton packer. Black Hops said that the new system will also have quality benefits, including reducing dissolved oxygen levels during canning.

Head brewer Michael 'Govs' McGovern said this will ensure beer is as fresh as possible with the added benefit of increasing shelf life.

"Our new filling and seaming solution will deliver us a world-class benchmark in how we can achieve

this," he said.

The latest expansion comes following a major upgrade to brewing capacity last year, in which it invested in six additional 18,000-litre fermenters, four 10,000-litre fermenters and another brite tank, doubling annual capacity to just over four million litres. In addition, Black Hops acquired Brisbane's Semi-Pro Brewing at the end of last year giving it a base in the state capital.

The fit-out and installation of the packaging line will be overseen by CFT and is set to commence in June, with completion expected by the end of 2021.

"It frees up a lot of space for us, the existing coldroom and packaging line will go and gives us the option to add more tanks to get capacity to somewhere around 10 million litres a year," explained Dan Norris.

"But there are more sheds we could expand into, and this line could extend beyond that."

The expansion follows similar moves by breweries across Australia, which took advantage of the downtime during COVID-19 to plan and execute expansion programmes.

Kaiju, Cheeky Monkey, Rocky Ridge and Your Mates Brewing are some of the most recent to have announced major growth plans, whilst Moffat Beach Brewing recently opened the doors to its production brewery.

 [www.blackhops.com.au](http://www.blackhops.com.au)

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# MAY 2021



## SHELL TRIALS REUSABLE STEEL CAN FOR LUBRICANT PRODUCTS

14TH MAY

Shell is currently trialling a two-piece, contemporary stainless steel can for its lubricant products in the Loop reusable shopping platform in France. The in the Loop circular shopping platform allows consumers to purchase products in reusable packaging that is then returned for cleaning and refilling. When it announced its involvement in Loop in May 2019, Shell said it was “the first lubricant company to create a reusable container for motor engine oil in this century.”

The firm added that its Shell Helix product is a perfect fit for the Loop system, due to the brand’s PurePlus Technology, which comprises low-viscosity and low-friction formulations. “Just like Loop aims to reduce impact on our planet, using Shell Helix can result in greater fuel economy, leading to lower CO2 emissions,” the company remarked.

In designing the container, JDO had to meet three key goals: durability for use up to 100 times, cleanability with Loop’s industrial processes, and lifecycle optimization, meaning it could be responsibly disposed of at end-of-life. Stainless steel met all these requirements. But JDO envisioned something beyond the

standard, round containers being used by most brands on the Loop platform.

“Stainless steel is a lovely thing,” says Paul Drake, founding partner and Creative Director of global design agency JDO who worked on the reusable container. “It fits so well in the kitchen and in the bathroom, and in all the places we use consumable products. So obviously, every brand that jumped on the Loop train grabbed a stainless-steel vessel. But it was so difficult to do anything custom at the time. They all ended up in similar formats and pack shapes, and the brand romance was lost.

“So we asked ourselves, ‘Can we do something that’s stainless steel, but still delivers on that feeling of motoring and excellence and on the Shell values of geometry and precision, but with an approachability? How can we get all of that into a pack rather than just put it into a stainless-steel jerry can? Can we convey the personality of the product and the brand even with a returnable package?’”

The answer to all those questions was “Yes,” but the process was not without its challenges. JDO was given just two months to deliver the package to Shell, and the designer’s aspirations were ambitious. Initial sketches showed a container with a contemporary, considered, and elegant design. “There was that need to make it feel special and premium, but there was also a functional need,” says Drake.

Functionally, motor engine lubricant containers traditionally have a handle to allow for pouring of the product. This feature is also a strong category cue. But to be cleaned effectively in the Loop system, the reusable Shell container

could not have a through handle. “And, because of the volume [1 L], it didn’t really need one,” Drake explains. “But we wanted to allude to it. So we sculpted a recessed area into the surface, with a ridge on the spine of the bottle that’s really lovely and tactile to hold, especially in the stainless steel.”

The neck of the bottle, which is capped by a distinctive, stainless-steel closure, is angled diagonally to allow for air evacuation as the consumer pours the product, resulting in a smoother pour. A one-piece pressure-sensitive label—removed during the cleaning process—covers the front and back panels and wraps around the rounded, soft edge of the container.

The final design was beautiful to behold, but complex to produce. For the 200 containers required by Shell for the Loop trial, JDO had to find a company with the metal pressing equipment needed to make the containers, but agile enough to handle such a small run. They found a partner in U.K. company Chasestead, a low-volume sheet metal and fabrication engineering company. Based on CAD information from JDO, Chasestead first created the tooling and then pressed stainless steel sheets into the forms of the two halves of the container. They then CNC-machined out the flashing on the edges of the forms and robotically welded them together to create the containers. “It was a hybrid of a handmade state-of-the-art technology and a rapid turnaround process,” Drake relates.

While Shell did conduct a trial of its Helix Ultra Net Zero Carbon lubricants range in the stainless-steel container on the Loop platform in Paris, the product is not currently available on the site.

"Beyond finding a solution to reduce waste, we saw our design of a reusable modern-day jerry can for Shell Helix as an opportunity to disrupt the category and increase consumer satisfaction. Not only do the new cans have a sleeker, ownable look, but they also feature durability and functionality that would not have been possible to achieve in disposable packaging. It illustrates the many possibilities that reusable structures have to elevate brand experiences through premiumization and innovation," concludes Drake.

In early 2021, the package won a PAC 2021 Beat in Class Award in sustainability in the PAC Global Leadership Awards. Commented Drake at the time, "It is a great honour to be a recipient of a PAC 2021 Best in Class Award in Sustainability. Developing design solutions that minimize a brand's environmental footprint continues to be of critical importance in our industry, to consumers, and for the planet. At JDO, we are consistently working to do our part, looking for like-minded partners that are committed to positive change, like Shell, whom we share this award with, as well as Tom Szaky, founder and CEO of TerraCycle, the driving force behind the Loop initiative."



## CANPACK GROUP ANNOUNCES SECOND US MANUFACTURING PLANT

21ST MAY

CANPACK have announced that it will build its second U.S.-based, state-of-the-art aluminium beverage can body manufacturing plant in Muncie, creating over time approximately 345 high-paying, local jobs by 2023.

The proposed project, which represents a \$380 million investment in Delaware County and the State of Indiana with the potential to expand to 425 jobs and \$490 million by 2025, will be located on 139 acres of land on the southwest corner of South Cowan and West Fuson Roads in Monroe Township in Muncie.

Officials from CANPACK and its owner Giorgi Global Holdings, Inc.

jointly announced the new facility with state and local elected officials and economic development leaders following the Delaware County Council's approval of the project earlier today, with economic development incentives provided by both the state and local governments. Construction of the 862,000-square-foot facility was expected to begin in mid-2021. Plant operation is slated to commence in the fourth quarter of 2022.

"Under Governor Eric Holcomb's leadership, Indiana has been making record investments in workforce and education, maintaining its fiscal discipline and developing strong and resilient communities," said Peter Giorgi, President and CEO of Giorgi Global Holdings, Inc. "We chose to expand here because of Indiana's strong economy and very business-friendly environment. We thank Gov. Holcomb for his warm welcome."

"In addition to the Governor and his team, we appreciate the responsiveness and commitment of the Delaware County Commissioners, Delaware County Council, Muncie-Delaware County Economic Development Alliance, and other local public officials who have welcomed us to the Muncie community and engaged with us to create this growth opportunity for the County," added Mr. Giorgi.

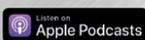
"Delaware County has an excellent team in place to help ensure that we are competitive with the thousands of sites available for companies like this to locate," said James King, President of the Delaware County Commissioners. "I'm excited to welcome CANPACK and the addition of the excellent paying jobs that they are bringing to our community. The current County Commissioners are committed to making sure that our county's tax base continues to grow, and future generations have a myriad of diversified employment options."

CANPACK broke ground on its first

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U.S.-based CANPACK operation a year ago in Olyphant, Pa., and as part of its overall US expansion, CANPACK will further increase its investment in Olyphant by \$10 million to increase its end-making capacity. CANPACK, over the past 30-plus years, has grown from a single steel food can manufacturing site in Poland to a true multinational packaging manufacturer with nearly 8,000 employees and 28 manufacturing sites located in Europe, South America, India, the Middle East, Africa, and now also the United States.

Roberto Villaquiran, CEO of the CANPACK, additionally remarked, "We are proud to bring to Muncie, Indiana, a state-of-the-art manufacturing facility producing aluminium cans, an infinitely recyclable and sustainable product. We look forward to becoming an integral part of the Muncie community and contributing to the remarkable business environment that exists in Indiana."

 [www.canpack.com](http://www.canpack.com)



## 40% REDUCTION IN ALUMINIUM CAN PRODUCTION CARBON FOOTPRINT

23RD MAY

A new comprehensive Life Cycle Assessment (LCA) by sustainability consultancy Sphera has shown that the carbon footprint of aluminium cans made in North America has dropped by nearly half over the past three decades. The Life Cycle

Assessment of North American Aluminum Cans found that greenhouse gas emissions for aluminium beverage can production has dropped more than 40% since 1991 and 7% since 2012. Energy demand declined by similar levels during this time period. These reductions have been driven largely by decreased carbon intensity of primary aluminium production in North America, lighter cans (which are 27% lighter per fluid ounce compared to 1991) and more efficient manufacturing operations.

"We're proud of the continued efforts of the entire aluminium supply chain to make cans as sustainably as possible," said Raphael Thevenin, vice president of sales and marketing at Constellium and chair of the Aluminum Associations Can Sheet Producers Committee. "Aluminium cans are the most recycled beverage containers, with the best average recycled content, even though the recycling rate in the U.S. needs improvement. As we continue to find ways to manufacture more efficiently, we are in the right path to further improve the carbon footprint of aluminium cans."

"Our analysis found that the environmental performance of aluminium cans has continued to improve in North America," said Chris Kofler, technical director, Americas at Sphera. "We also determined that, sourcing of primary metal is a significant contributor to the product's overall environmental footprint, even with the current high recycled content of aluminium cans."

Raw material sourcing has a "significant impact" on the sustainability of aluminium can production, according to the study. For example, while primary aluminium sourced from Canada is made almost exclusively using renewable hydropower; Chinese primary aluminium is made largely with coal-generated power, making it far more carbon intensive.

This difference in sourcing "can have

a profound impact" and "not all primary aluminium is created equal," according to the report, which compared cans made in North America with hypothetical cans made using Canadian, Chinese or Middle Eastern primary aluminium. Even assuming 73% recycled content, a can made with primary aluminium sourced in China would be almost twice as carbon intensive compared to the average North American can, which uses a mixture of primary metal sourced domestically and from several other countries. Notably, an aluminium can made with only Chinese primary metal and no recycled content would be at least four times as carbon intensive (cradle-to-gate) compared to a typical North American aluminium can.

Improving recycling rates and increasing the use of recycled material in production could improve the environmental performance of aluminium cans even further. Each percentage increase in the end-of-life recycling rate reduces the carbon intensity of aluminium can production (cradle-to-grave) by 1.02kg CO<sub>2</sub> equivalent per 1,000 cans. And each percentage increase in recycled content reduces the carbon intensity of aluminium can production (cradle-to-gate) by 1.43kg CO<sub>2</sub> equivalent per 1,000 cans.

Recycling a single can saves 1.56 megajoules (MJ) of energy or 98.7g of CO<sub>2</sub> equivalent. This means that recycling just a 12-pack of aluminium cans will save enough energy to power a typical passenger car for more than three miles. The energy saved by recycling 100 percent of aluminium cans in the U.S. could power up to 4.1 million homes for a full year. This underscores the critical need for increased aluminium can recycling, which has declined in the United States in recent years.

"The results of this report again highlight how critical it is that we increase investment in recycling infrastructure in the United States,"

said Tom Dobbins, president & CEO of the Aluminum Association. "We lose more than \$800 million worth of aluminium cans to landfills each year - a tremendous loss for the economy and the environment."

In a recent letter to Congress and newly released policy framework, the Aluminum Association recommends that Congress establish and fund a recycling infrastructure program, like those in the RECOVER Act, as part of a broader infrastructure package.

The Life Cycle Assessment of North American Aluminum Cans report was commissioned by the Aluminum Association to update a previous study published in 2014. The study tracks aluminium cans manufactured in North America and quantifies all material, energy use and potential environmental impacts over the life cycle of 1,000 cans from raw material acquisition through recycling and/or disposal.

The study considers both the cradle-to-gate (raw material extraction to finished cans) and cradle-to-grave (raw material extraction to end-of-life disposal or recycling) carbon footprint of aluminium cans. Cradle-to-gate

analysis is most sensitive to the recycled content and/or primary aluminium used in can production while cradle-to-grave analysis is most sensitive to end-of-life recycling rates. The report assumes a weighted average can size of 13.6 fluid ounces, metallic weight of 12.99g, recycled content of 73% and end-of-life recycling rate of 50.4%.

[www.aluminum.org](http://www.aluminum.org)



## MACHINERY ADDS NEW PRODUCTION FACILITY

28TH MAY

Stolle Machinery has added another large manufacturing and assembly facility in Canton Ohio USA to help

meet demand for can making equipment and systems.

In addition to adding to their existing 100,000 sq ft facility another 50,000 sq ft in North Canton, Stolle now has a second 50,000 sq ft facility further south in Canton, Ohio that's dedicated to the production of two premier products, Ragsdale Bodymakers and Stolle Inside Spray Machines. This brings the Stolle global footprint up to 1,000,000 square feet with over 1,550 employees worldwide.

Robert Gary, Chief Commercial Officer at Stolle says, "We're investing resources in the best ways we can find all over the world to meet the increased demand for metal cans. As the new Canton operation comes fully online, it will be one more step in helping us meet these demands."

In conjunction with the expansion of Stolle's machining operations, this latest investment in expanded production capacity should improve workflow and help maintain Stolle's commitment to supply can makers with quality, reliable equipment, spares, and service.

[www.stollemachinery.com](http://www.stollemachinery.com)

# JUNE 2021



## ITALY'S TOMATO HARVEST THREATENED DUE TO CAN SHORTAGES

2ND JUNE

Tomato sauce on your spaghetti may be harder to come by this year as a global shortage of steel sheets to make cans for food production risks leaving Italian tomatoes rotting in the fields.

"We cannot find cans. Big multinationals are defaulting on their contracts and the price of cans has increased by more than three times," said Natasha Linhart, chief executive officer of Atlante, which supplies Italian fine-food retailers in

several markets including the U.S., U.K., India, Japan and Canada.

Italy churns out about 5 million tons of processed tomatoes a year, making it one of the world's top producers. The delectable red fruits are harvested from July to September and need to be canned no more than 36 hours after picking. Any disruptions mean tomatoes will have to be thrown out.

"We don't know how long this shortage will last, there is no end of

the tunnel in sight,” Linhart said.

Demand for cans is being absorbed by China, which saw its economy recover sooner than the rest of the world. This means steel suppliers from India, like Tata Steel, but also from Italy, like Ilva, are not immediately able to deliver to their Italian customers, she said.

Italy is particularly affected because it does not use cartons as much. California for example, which is the only other market to process more tomatoes than Italy at about 10 million tons a year, has a bigger focus on concentrates like tomato paste, which need different packaging.

Italian tomatoes are almost all packaged fresh and canned, then are divided into categories, like peeled, chopped, diced and crushed depending on the flavour and texture a chef wants.

 [www.atlantesrl.it](http://www.atlantesrl.it)

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## REN CLEAN SKINCARE LAUNCH SAMPLES IN 100% RECYCLED ALUMINIUM PACKAGING

9TH JUNE

REN Clean Skincare and partner Tubex have created an eco-smart sample pack made from 100% recycled aluminium. The soft metal not only keeps products fresh but is also infinitely recyclable. So instead of going to landfill, the aluminium can be used again and again.

Samples play a big part in helping consumers decide on products to add to their beauty and personal care regime. They offer people the chance to test a product on their own skin, savour the texture, see the colour, and experience its fragrance. It also ensures that if they make a choice, it's been made by them rather than one based on the opinions of others.

But their production comes at an environmental cost. Sample packs are often made of plastic or mixed materials that are difficult to recycle and end up in landfill, where they contribute to harmful greenhouse gases.

REN Clean Skincare and its partner Tubex are working to change that.

Together, they have developed an eco-smart sample pack that offers consumers the chance to test a product from a tube that's fully recyclable. The sample pack is a world-first in the luxury beauty industry. Every part is made from 100% recycled aluminium, even the nozzle, which avoids the use of tamper seals or mini plastic caps.

Aluminium is infinitely recyclable. Nearly 75% of the aluminium that has ever been produced is still in use. It can be melted down and reformed without losing any quality. And the process can be repeated, repeatedly. This provides energy efficiencies too – recycled aluminium saves 95% of the energy needed to produce virgin aluminium.

And there's more than only sustainability benefits in using this soft metal to make the pack. Aluminium is very effective in protecting the product in the pack from light degradation and any potential oxidation. Its malleability also makes it easier to squeeze out almost every drop of product from the pack, minimising leftover waste and maximising access to the small amount inside.

And while a metal sample pack is not a cheap manufacturing option, REN Clean Skincare Chief Executive Officer, Arnaud Meyselle, considers it a price worth paying.

The brand has made a Zero Waste pledge to ensure that all of its packaging can be recycled, has recycled materials or can be reused by the end of 2021.

Earlier this year, it also formed a global alliance called #WeAreAllies with Biossance, Caudalie, Herbivore and YOUTH TO THE PEOPLE. This saw each member pledge to introduce planet-friendly packaging by the end of 2025.

“There is no silver bullet with recycling, so we have implemented various solutions to meet our Zero Waste pledge,” Arnaud says. “While more costly, we are committed to

using these new tubes to reduce plastic waste and hope to encourage other beauty brands to rethink their sample packaging with the planet in mind."

 [www.unilever.com](http://www.unilever.com)



## CROWN TO EXPAND BEVERAGE CAN CAPACITY

12TH JUNE

Creating a successful beverage package relies on thoughtful design at every level. While core branding and product information lives on the body of the container, beverage can ends play a critical, and often overlooked, role in consumer engagement. Numerous technology advancements have been made in beverage ends in recent years, allowing brand owners to increase interaction and stand out in a crowded retail landscape.

Compared to other packaging formats, beverage cans deliver a unique opening experience. Beverage ends remain attached to the package throughout consumption, extending the opportunity for brand visibility and engagement. Beverage ends are a durable seal between a drink and outside elements and provide clear evidence of tampering. Add in ergonomic design and strong sustainability credentials, such as infinite recyclability, and beverage ends foster a well-rounded, positive relationship between consumer and product.

Crowns ends have expanded from the functional pull-tab—the first

easy-open beverage end—and its game-changing SuperEnd to include options that offer a source of extra flair. For example, brightly coloured tabs can create a striking appearance and reinforce brand identity from all angles, while cut-out or laser-etched tabs can spotlight brand logos or imagery and lend a premium feel to products. These subtle yet thoughtful touches demonstrate attention to detail and quality as core brand values.

A statement from the firm said, "These benefits are why we continue to expand beverage end capacity, including adding a fourth end module to our Winchester, Virginia facility and a third end module at our Dayton, Ohio plant. As customers continue to introduce more products in cans to align with consumer preferences for sustainable packaging, ends will play an important role in offering yet another opportunity for distinction. With the expected growth in demand for beverage cans, we are committed to providing end design and production support to brand owners. After all, for our customers, beverage ends are only the beginning of the consumer experience."

 [www.crowncork.com](http://www.crowncork.com)



## THAI UNION AND V FOODS TO EXPAND PLANT-BASED FOOD BUSINESSES

25TH JUNE

Thai Union Group PCL and V Foods (Thailand) Co., Ltd. have signed a

memorandum of understanding to develop and expand their plant-based food businesses.

Under the MoU, the two companies will collaborate in exploring the utilisation of Thai Union's manufacturing facilities to produce both V Foods' existing products and new products it will develop. They also intend to co-develop new product initiatives and to expand further into domestic and international markets where each of them have expertise.

"At Thai Union, innovation is crucial in developing and growing our business, and alternative proteins are an important innovative product that we aim to deliver to meet the needs of consumers," said Thiraphong Chansiri, CEO at Thai Union. "We are pleased to start our journey with V Foods, whose vision on innovation and food is a great fit for our core values. We look forward to working with them."

Apirak Kosayodhin, CEO at V Foods, said, "V Foods puts innovation at the heart of its business, starting from research and development to quality sourcing from the farmer network, in order to offer quality food to consumers who are more focused on their well-being, are environmentally-conscious and therefore looking at sustainable food. We are excited about the opportunity to collaborate with Thai Union on alternative proteins and ready-to-eat, plant-based food, and to drive growth in the Thai market while continuing to explore international markets."

V Foods' 'V Farm' is currently Thailand's leading brand in ready-to-eat sweet corn and corn milk, with number one market share. It also offers other products including More Meat plant-based protein and V Farm plant-based food.

 [www.thaiunion.com](http://www.thaiunion.com)

# CANMAKING NEWS IN CONVERSATION



## IN CONVERSATION WITH RÁUL MARTINEZ, DIRECTOR OF LATAMCAN

APRIL 29, 2021

We are thrilled to be joined by Rául Martínez, Director of **Latamcan**, for our inaugural Canmaking News In Conversation podcast, as we talked about this year's event and how technology will bring events to more people worldwide, as well as the future of the industry post-pandemic. Latamcan is the leading Latin American canmakers conference - the meeting point between technology and canmakers.



## IN CONVERSATION WITH SIMON JENNINGS OF NOMIS CONSULTANCY

JULY 09, 2021

In our second episode of Canmaking News In Conversation, we spoke to Simon Jennings from **Nomis Consultancy**. The topic was aluminium vs. plastic and the surrounding sustainability discussion.



## IN CONVERSATION WITH CHRIS MCKENZIE FROM THE SLAC GROUP

AUGUST 12, 2021

In episode three of Canmaking News In Conversation, we welcomed Chris McKenzie, Chief Marketing and Chief Operating Officer of the **SLAC Group**.



## IN CONVERSATION WITH RÁUL MARTINEZ, DIRECTOR OF LATAMCAN

OCTOBER 14, 2021

For our fourth episode of Canmaking News In Conversation, we spoke to Rául Martínez, Director of **Latamcan**, about the conference that took place in Mexico City in September - and how it worked well considering the global event and travel challenges.



## IN CONVERSATION WITH JOHN HRDLICK, PRESIDENT AND CEO OF INX INTERNATIONAL

NOVEMBER 05, 2021

In our fifth and final Canmaking News In Conversation episode of the year, we talked to John Hrdlick, President and CEO of **INX International**, about all things successful and the way forward.



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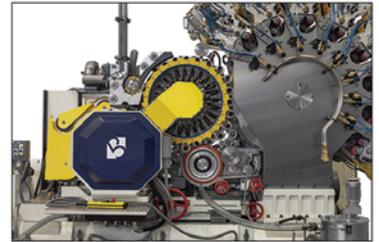
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# JULY 2021



## BALL TO INVEST \$384M IN RED BULL & RAUCH FACTORY

6TH JULY

Ball Corporation will create 220 new jobs in Cabarrus County, North Carolina. The company will invest \$383.8 million to join Red Bull and Rauch's beverage manufacturing hub in Concord.

"We believed throughout this recruitment that Ball would be the third piece of this historic economic development package and we are delighted it has been confirmed," said Governor Roy Cooper. "We're excited that there will be even more available good paying jobs in the Cabarrus County area."

Ball will manufacture aluminium cans for Red Bull and other customers in a new, 800,000 sq ft state-of-the-art operation. With Ball's commitment, the three companies at the new beverage manufacturing hub will create more than 600 jobs and an investment exceeding \$1 billion by 2027.

"The beverage manufacturing campus in Cabarrus County is now a billion-dollar operation with the addition of Ball," said N.C. Commerce Secretary Machel Baker Sanders. "This is a powerful illustration of the opportunities and confidence that growing companies

have in North Carolina's resilient economy, robust infrastructure and diverse manufacturing workforce."

The North Carolina Department of Commerce led the state's efforts to support Ball's decision to locate to North Carolina. The average annual salary for all new positions is \$70,555, creating a potential annual payroll impact of more than \$15.5 million per year. Cabarrus County's overall average annual wage is \$41,255.

Ball's expansion will be facilitated, in part, by a Job Development Investment Grant (JDIG) approved by the state's Economic Investment Committee earlier today. Over the course of the 12-year term of the grant, the project is estimated to grow the state's economy by more than \$1 billion. Using a formula that considers the new tax revenues generated by the 220 new jobs, the JDIG agreement authorises the potential reimbursement to the company of up to \$3,084,000 spread over 12 years. Payments for all JDIGs only occur following performance verification by the departments of Commerce and Revenue that the company has met its incremental job creation and investment targets. JDIG projects result in positive net tax revenue to the state treasury, even after taking into consideration the grant's reimbursement payments to a given company.

Because Ball is locating in Cabarrus County, classified by the state's economic tier system as Tier 3, the company's JDIG agreement also calls for moving as much as \$1 million into the state's Industrial Development Fund - Utility Account. The Utility Account helps rural communities finance necessary infrastructure upgrades to attract

future business. Even when new jobs are created in a Tier 3 county such as Cabarrus, the new tax revenue generated through JDIG grants helps more economically challenged communities elsewhere in the state.

"This is an exciting expansion for Cabarrus County," said N.C. Senator Paul Newton. "We are eager to add another global company to such a creative and historic project at the Concord super site and provide a workforce that is ready to get to work."

In addition to the N.C. Department of Commerce and the Economic Development Partnership of North Carolina, other key partners in the project include the North Carolina General Assembly, North Carolina Community College System, North Carolina Railroad Company, Cabarrus County, Cabarrus Economic Development, the City of Concord, Charlotte Regional Business Alliance, and Duke Energy.

 [www.ball.com](http://www.ball.com)



## SIMMONS PET FOOD OPENS \$100M CANNING FACILITY

9TH JULY

Simmons Pet Food has officially opened its new pet food cannery in Dubuque, Iowa, the result of a \$100 million investment to amplify its

total wet pet food production capacity.

“Today, Dubuque, Iowa became part of the Simmons Pet Food family,” said Scott Salmon, president of Simmons Pet Food. “In slightly less than seven months Dubuque economic development and community leaders together with our team members, helped Simmons Pet Food take an important strategic step to expand our production capacity and deliver our customers the food that will nourish and delight the pets we love.”

The 275,000 sq ft facility is expected to increase the company’s total wet pet food production capacity to 168 million units per year and will be followed by a Phase Two expansion that will further increase the company’s total capacity to 408 million units per year.

Simmons Pet Food first announced the Dubuque facility in December 2020, citing a “high-quality workforce, existing infrastructure to support operations, and a business-friendly economic team” as reasons for selecting the location. The second phase of construction will begin shortly and is expected to be fully operational by April 2022.

The plant is located at the Dubuque Industrial Center at 501 Seippel Road. Once fully operational, it will create more than 270 new jobs in the area and generate an estimated annual payroll of \$13.7 million, the company shared.

 [www.simmonspetfood.com](http://www.simmonspetfood.com)



## FIRST FRENCH WINE IN CANS LAUNCHES

13TH JULY

French wine brand Licence IV is expanding their offering to include French wine in cans in the United States. The company’s first canned offerings include their flagship Blanc - the first-ever Muscadet released in this format - and Rosé, both now available for purchase in California, Colorado, Hawaii, Illinois, Iowa, New York, and Washington, and will continue to roll out in fine wine shops across the nation this year.

Licence IV - founded by French sommelier Gregory Castells - changes the idea that French wine is intimidating, and instead has developed a line of wines that are complex, yet easy to enjoy without compromising on quality and taste. All the wines are made from small, family-owned wineries in France and selected with the same discernment adhered by legendary French wine importer, Martine’s Wines, the parent company of Licence IV.

The name itself, Licence IV, is named

after the permit in France that allows cafes, restaurants, hotels, and nightclubs to serve alcohol. The official enamelled placards can be found bolted to the walls of these establishments throughout France.

**Blanc** - A Melon de Bourgogne from the banks of the eastern Loire Valley, this will be the first-ever Muscadet offered in cans. Featuring aromas of freshly cut grass, salty lime zest and gun flint, the palate is vibrant and refreshing whilst the mid palate is dry and reminiscent of citrus and oyster shells with an herbal, saline finish. It is best paired with oysters and clams, mouth-watering with marcona almonds, salted butter, bread and anchovies and fantastic with fresh chevre.

**Rosé** - A Grenache (80%) and Merlot (20%) blend made from organically grown grapes in Provence. Rosé features notes of blood orange, fresh strawberries and pink peonies on the nose, with a fruit forward and bright palate, aerial with notes of strawberries and pomegranate. It finishes fresh and light, calling for another glass. Paired perfectly with caprese salad, charcuterie or marinated octopus, but especially by itself.

Licence IV’s red wine, **Rouge**, is a Grenache (85%) and Syrah (15%) blend from Valréas in the Southern Rhône. Rouge is currently available in 1 litre bottles, and will be available in cans in 2022.

“Canned beverages are thriving in the U.S. market, and we’re excited to be breaking into that category with our canned wines”, said Licence IV President and Owner, Gregory Castells. “We want to offer fine wine and make it accessible and approachable for anyone who savours experiences that bring people together. We consider taking it easy to be something taken seriously at Licence IV.”

Gregory Castells, a native of Provence, started Licence IV as part of his ongoing pursuit for a life

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replete with delicious wine and food. Trained at the Escoffier Restaurant School and Tain L'Hermitage Sommelier School, Gregory went on to develop the wine program at Gordon Ramsay's Petrus in London and became head sommelier at the world-famous Thomas Keller's French Laundry in Napa Valley. In 2012, Martine Saunier hand-selected him to succeed her at Martine's Wines, a legendary national importer and wholesaler of fine wines. Gregory runs Martine's with his partner and CEO, Kate Laughlin, and travels often to France and beyond to seek out top quality wines for tables and shelves across the United States.

Licence IV first debuted in 2017, with the first offerings of Blanc, Rosé and Rouge in 1 litre screw cap bottles. Licence IV Wines are nationally available in 1 litre format with SRP \$21.99 and in 250ml cans with SRP \$23.99 (four-pack) and SRP \$5.99 (single).

 [www.licenceivwine.com](http://www.licenceivwine.com)



## BALL TO INVEST \$384M IN RED BULL & RAUCH FACTORY

24TH JULY

When Carlos Brito used to stride onto the stage at the gathering of Anheuser-Busch InBev NV's top 100 leaders each spring, he'd bring the crowd to its feet with AC/DC's "Back in Black" blaring from the speakers.

In a choice fit for disruptive times, Michel Doukeris, who succeeded Brito as chief executive officer of the world's largest brewer on July 1, has opted for the Australian rockers' "TNT" as his anthem.

Not that Doukeris, a 25-year company veteran, intends to light a fuse under the house that Brito built. Nor would investors want him to – the Budweiser maker rebounded from the depths of the pandemic with a 14% jump in profit last quarter, double the rate analysts expected. Yet to fuel growth, the new CEO will have to be more innovative with the company's existing brands than his predecessor, who assembled the brewing giant from buying up major rivals.

Investor Tom Russo, whose firm, Gardner, Russo & Quinn, has a roughly \$300 million stake in the brewer, said his first question for Doukeris would be: "Are you prepared to invest deeply enough to deliver innovations, and core brand extensions, that have the potential to grow AB InBev's long-term value?"

### Changing Tastes

Brito built the behemoth that makes about a third of the world's beer, including Corona and Stella Artois, through almost \$200 billion of takeovers. In the process, he stripped out billions in costs from what were often bloated family businesses. The purchase of SABMiller for more than \$100 billion in 2016, however, left the company deeply in debt and highly exposed to a beverage category that's losing out to spirits and wine in developed countries. The shares are down about 40% since the deal closed.

AB InBev's scale and zealous efficiency allowed it to prosper as a mass-market brewer for most of Brito's 15 years at the helm, weathering threats such as the rise of craft ales. But Doukeris, who previously led the North America



region, also sees opportunities elsewhere, namely in the hard seltzers and Cutwater canned cocktails that have been flying off the shelves in the U.S.

"I feel a special responsibility to continue to lead and catalyse the beer industry globally, but it feels special as well to take advantage and compound our growth in what I call the beyond-beer space," the 48-year-old said in an interview. "We really need to smartly allocate our capital to where the biggest opportunities for growth are."

### Revolution Afoot

Balancing efforts to revive the company's largest labels, such as Bud Light, with fostering growth in e-commerce or the canned wine and energy drink brands is paramount.

A "big revolution" is afoot in the alcohol industry, with more than 60% of growth being driven outside of beer, Doukeris said. Mining insights from AB InBev's data analytics tools and delivery apps will also guide the company's investments into new labels or future delivery ventures, he said.

Russo said a sound start would come from marketing more products to women, which the beer industry has historically been slow to include in campaigns and doubling down on technology investments such as the company's BeerHawk.co.uk and Ze Delivery.

### Pandemic Impact

It may also be an opportune time for AB InBev to set out new ambitions

can-tooling  
beyond  
expectations

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wallram-group.com

as it emerges from 18 months of pandemic-related disruptions. The brewer, along with Heineken NV, Molson Coors and Carlsberg A/S, bore the brunt of a coronavirus outbreak that not only crushed sales to bars and nightclubs but also spawned a cocktails-at-home trend that buoyed distillers Diageo Plc and Pernod Ricard SA.

Brito's focus in the early months of the pandemic was to shore up liquidity by closing a deal to sell AB InBev's Australian operations after earlier leading an initial public offering of its Asia Pacific division and then shedding a minority stake in its U.S. canning plants.

Doukeris's beyond-beer strategy builds on his predecessor's initiatives to diversify, while keeping its brewing operations fresh, as with the rollout of the popular low-calorie Michelob Ultra lager. But it's also a departure from the company's

earlier formula for success – buying laggard competitors and aggressively trimming the flab.

Guided by his billionaire mentor, Jorge Paulo Lemann, Brito helped shape AB InBev's distinctive ethos – one that rewards and promotes young talent early and pressures employees to “dream big” as they chase growth. The brewer also creates a sense of ownership by structuring incentive plans that sometimes don't vest for as long as 10 years and fosters competition by offering target-based bonuses to individuals at every level, from packaging plants to the executive floor.

#### **Embodies Culture**

Lemann's drive and vision are what prompted Brito to turn down \$100,000 job offers from Citibank and McKinsey in the late 80s to join his mentor's boutique investment

bank in Brazil on an annual salary of \$20,000. Brito's father told him at the time that he didn't know where he'd gone wrong in raising him. Three months later, Lemann acquired the Brazilian brewer Brahma, and set Brito on a course that would upend the alcohol industry.

With the scope for more consolidation limited, Doukeris's ability to understand what's needed to drive demand makes him the right person for the job, said Brito, 61, in an interview.

“He's even more consumer-centric than I am, and because he led our business in China, he's even more connected to technology than I am,” the former CEO said. Most important of all, Doukeris is “an embodiment of our culture.”

 [www.ab-inbev.com](http://www.ab-inbev.com)



# JOB FOR THE BOYS OR IS THE TIDE CHANGING?

**CAN LADIES:** SPECIAL FEATURE FOR CANMAKING NEWS BY KAREN MCKENZIE

**On March 8th International Women's Day was celebrated around the globe, a day when the world acknowledges and reflects on the social, economic, cultural and political achievements of women. March is also Women's History Month, a celebration marking the contributions of women throughout history and in contemporary society.**

The suffragette movement started the emancipation of womankind that many say still has not fully been completed, the Me Too Movement of recent times and the more current marches globally of the need for women to be able to be safe from physical and mental subjugation and harm is slowly changing the role of women globally but the inequality of gender has not stopped a plethora of brave and successful women achieving greatness throughout our lifetime.



**KAREN  
MCKENZIE**

While the Metal Packaging Industry may appear to still be male dominated, there can be no doubt that times are changing as we see so many inspirational women taking charge in positions of power and responsibility across the industry.

With the importance of what we celebrate this month it is important to look inwards at the success of our fellow women in our industry who have worked hard, many with families to raise, to become leaders in their field. Karen McKenzie caught up with six such ladies this week to dig a little deeper to gain insight into their journey as well as how it is to be a woman in a male dominated industry and to seek advice for other women seeking the same success.

### **Martha Rojas, Executive Vice President USA**

Martha Rojas, Executive Vice President USA at John Good Logistics raises her hand to all women and how



positive influence in the world saying, "Together we stand up for ourselves, choose to be counted for our achievements - so often overlooked, and challenge the status quo." She believes in the importance of women supporting one another saying, "It is critical. We lift one another up and become visible in the world through our own individual achievements, multiplied by the successes of others. As a unified group we have a voice."

Starting out as a clerk in Freight Forwarding, her first job after graduating college, Martha soon found that she loved the pace and diversity of the industry. In a career spanning 37 years she has experienced most facets of freight forwarding. After 15 years she moved into global sales and created and developed a successful packaging focused division specialising in moving entire can

manufacturing facilities, supplies, and parts worldwide. For women looking to establish themselves in a male dominated industry, Martha says, "It is a process. Do not accept but do challenge the status quo - do it intelligently and with integrity. Do not see yourself as a victim rather feel empowered by the challenge and use it to move you forward. Stay focused on your goal and avoid distractions."

Although Martha attributes her own success to dedication, hard work and staying focused she also remembers those who supported her, "Having a few good mentors, teachers and friends who believed in me, enhanced my career."

### **Emily Mullins, Global Market Strategy Manager at Henkel**

The support of others also played an integral part in the career of Emily Mullins, Global Market Strategy Manager at Henkel. Emily began her career as a process engineer supporting Henkel's manufacturing plant operations in North America, after a few years she began working on her MBA while progressing through several roles within the Metal Packaging Division. She remembers that early in her career she was very quiet and shy, "Not only was I one of the few women in the team, I was also quite a bit younger."

No longer the shy young woman embarking on her career, Emily says, "I would give women the advice to speak up! Your ideas and opinions are valued. Ask for what you need and for what you want!"

Attributing her growth in confidence initially to a manager who encouraged her to come out of her shell she goes on to say, "He gave me the confidence to voice my ideas and opinions and showed me that I was a valuable contributor." This was



reinforced by other leaders and mentors during Emily's journey, "By encouraging me to speak up, they helped me to gain the confidence and find my voice and showed me that I deserved a seat at the table."

She is not alone. Sarah Jacks, Manager, INX Color Perfection says that barriers she faced as a woman were those she put up herself, "Perhaps feeling shy as a young female among my peers who are typically male with 20+ years of experience."

### **Sarah Jacks, Manager, INX Color Perfection**

Joining INX International in 2014 after receiving a Bachelor of Science in Packaging Science



from Clemson University, Sarah worked initially on various special projects within the Digital Division while also being involved with the 2-piece Metal Group, but it was in 2016 that she joined the metal Group fully. On overcoming her self-imposed barriers, she says, "Once I realised that the majority of those around me weren't putting those barriers up, I was able to have confidence with any group of my colleagues to stand firm in my opinions and contributions to our team."

Sarah has valuable advice for women who may be struggling in a male dominated environment, "Keep your head up. Use your voice to share your knowledge and opinions in your field no matter what age or gender your audience may be. Don't be afraid to ask questions. The best way to learn is to ask those around you for advice or expertise. Exude confidence each day, this helps others view you as strong and ambitious."

**Lyn Spataro,  
Senior Sales  
Director at  
Sherwin  
Williams**



Being heard is a sentiment shared by Lyn Spataro,

Senior Sales Director at Sherwin Williams when she says, "Be assertive and let your voice be heard. Be confident in your abilities and trust in your knowledge, skills and decisions. Own your career and ask for the opportunities you need to advance your career. Push yourself out of your comfort zone, but don't change fundamentally who you are and your style."

As Senior Sales Director, Packaging Global Accounts and the North American Beverage Ends business segment for Sherwin Williams, she knows what she is talking about. With a Bachelor of Science in Chemical Engineering and MS in Polymer Engineering and Surface Chemistry. Lynn started her career in polymer development before joining Valspar in 1994 as a Technical Manager in the Packaging Research & Development Team. She has held subsequent management roles in technical market development and emerging technologies, along with commercial leadership roles for barrier additives and coatings for beverage can and ends leading to her current position. Lynn believes it is important to support other women looking to advance their careers, she says, "In a male dominated industry, there may not be too many women in leadership positions to serve as role models. We should be available for support and encouragement of other women and to share our stories. This support is one I have challenged myself to make time for. I have been an active mentor for several of our new female employees through one-on-one mentoring and as an adviser on our Women's Network committee. I hope I make a difference in this area in our industry."

**Iris Goedegebuur,  
Marketing  
Communications  
Manager at  
Cazander  
Brothers**



Iris Goedegebuur, Marketing Communications

Manager at Cazander Brothers echoes this feeling when she says, "I think it is very important for woman to support each other. Unlike men, women sometimes in criticize each other on behaviour and appearance. Society thinks of woman as being soft and gentle. Working in a male dominated business means you sometimes must step up your game, which result in other women thinking of you as arrogant. Well, no one ever said that about a man who is a strong negotiator... so, to that end we should be supportive and proud of what other women are able to achieve."

Iris goes on to advise, "Don't be the YES woman, it is all too easy to say yes to every project as you strive to be a good employee. But if you never say no, you will just hurt both yourself and your company. It is important to stand up for the projects you really want to work on, and do not waste time and energy working on projects you don't believe in. You can bet many guys say no... and so should you."

It's an opinion shared by Vivian Poteat, Global Sales Support Manager at Sensory Analytics, "There are many areas for improvements as always and as a woman I will never settle. Know your worth and ask for what you deserve. Do not be afraid to walk away if you are being treated unfairly."

Joining Sensory Analytics fifteen years ago in an administrative/sales position, Vivian grew with the role and now manages their global representative network across many countries. Working in sales she found she had to overcome certain preconceptions, "I am in sales,

success in sales requires knowledge of the products you are selling. If it was a technical product it was expected that as a woman, I may not know what I was talking about...that was barrier #1. How did I overcome it? I learned and studied from the best salesmen and then became as good as they were."

**Vivian Poteat,  
Global Sales  
Support  
Manager at  
Sensory  
Analytics**



After fifteen years in a male dominated industry, Vivian believes that although she has witnessed many opportunities for women to excel, often they are unprepared. Speaking from experience she says, "In any male dominated industry, the best advice I can give women is to prepare to compete. Males are competitive. Learn the trade, learn the product, learn the industry...when you do this you will earn respect and be taken seriously."

It is clearly possible for women with the right mindset, work ethic and determination to be successful in roles in male dominated industries. Martha Rojas sums it up perfectly saying "As a woman, it is important to recognise the work of pioneering women before us who paved the way for our generations and beyond. Without their vision and hard work, we would not be where we are today and be able to take on the challenge: to positively influence a cultural change in the world, not just for gender parity, but for other groups struggling with inequality."

Do we today still have those high walls of our predecessors or do we just perceive still that the wall is unsurmountable? It would be ungracious to tar all companies and all men with the same brush but there is certainly a big wall there to surmount .....but it is achievable,

sometimes with a leg up of support from our fellow women, sometimes with the same from a colleague or mentor of any gender but it is important to not fall into the guaranteed percentile regime. We have to earn our position, we have to be strong, we need to be focused, we need to be noticed.

**Helen Reddy sang:**

You can bend but never break me  
 'Cause it only serves to make me  
 More determined to achieve my final goal  
 And I come back even stronger  
 Not a novice any longer  
 'Cause you've deepened the conviction in my soul.



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# AUGUST 2021



## PEPSICO START WORK ON £188M SUSTAINABLE PLANT IN POLAND

5TH AUGUST

PepsiCo has started work on a new £188m food manufacturing plant in Poland, which it claims will be its 'most sustainable facility' in Europe.

The new project is set to create a new food manufacturing facility on a 30-hectare plot located in Swiete close to Sroda Slaska within the Legnica Special Economic Zone in Poland.

A foundation laying ceremony has now taken place, and the £188m plant will be PepsiCo's fifth in Poland, with construction set to be completed by 2025.

All of the company's Polish plants

are powered by 100% renewable electricity and the new plant will incorporate energy efficiency improvements and an onsite solar farm to generate its own clean energy. Plans have not been disclosed as to the size or output of the solar farm.

Additionally, heating, cooling and water at the site will be reused, while rainwater will be collected and used onsite. Waste from manufacturing processes, including potatoes, will also be reused. Leftover peelings from potatoes, for example, will be converted into low-carbon fertiliser to help farmers with crops.

Crops for the plant will be supplied from Polish farmers enrolled under the Polish Sustainable Farming Program in collaboration with PepsiCo. The company currently sources more than 230,000 tonnes of potatoes annually from the initiative and the new plant is expected to add an additional 60,000 tonnes annually by 2023.

PepsiCo Europe's chief executive Silviu Popovici said: "We've been operating and investing in Poland for 30 years. It is a great central hub as our food business grows in Central and Eastern Europe. But growth has

to be sustainable. We want our plants to be the greenest, not only in Europe, but around the world. At Sroda Slaska we are re-imagining the future of food production. We want to create a model facility for sustainability in Europe."

[www.pepsico.com](https://www.pepsico.com)



## WILDPACK COMPLETES COLORADO ACQUISITION

14TH AUGUST

Wildpack Beverage Inc has completed the acquisition of all of the issued and outstanding securities of Vertical Distilling, LLC in exchange for cash consideration of US\$4.5 million.

On the date of acquisition, the

Colorado facility was operating on a cashflow positive basis with only one shift. Wildpack has developed an integration and utilisation step-up plan that involves completing the following milestones in stages by March 2022: (i) shift optimisation to achieve more profitable gallons at the Colorado Facility; (ii) absorbing the Colorado facility's pre-existing back office and supply chain into Wildpack's ecosystem; and (iii) broadening the Colorado facility's service offering.

The Colorado facility is expected to become a central hub for Wildpack and its customers as it continues to execute on the strategic business plan of building a network of facilities within one-day shipping range of all major distribution centres in the middle market beverage industry.

"Colorado is a key geography in the middle market beverage industry for both customers and vendors. Establishing a presence there not only furthers our strategic business objectives as it relates to decreasing shipping cost and complexity for customers, but it also places us as neighbours to several of our key vendors. Strengthening these relationships is expected to have a positive impact on our business as we continue to accumulate market share in spaces that we operate." said Thomas Walker, Chief Growth Officer.

Also, Wildpack has completed the installation of an additional brand-new decorating line housed within its pre-existing facility in Baltimore, Maryland to meet previously unmet demand. Once fully ramped in accordance with Wildpack's standard step-up plan, the Baltimore facility is anticipated to achieve throughput in excess of 2 million cans per month.

"We have developed a strong team dedicated to internal upgrades of existing lines and the installation of new ones within our operation. The efficiency with which this line was

built and the lack of disruption to existing ongoing operations during its construction validates our ability to make strategic additions to our facilities beyond upgrading existing assets." said Chuck Zadlo, Chief Operating Officer.

 [www.wildpackbev.com](http://www.wildpackbev.com)



## VOBEV TO OPEN UTAH MANUFACTURING FACILITY

16TH AUGUST

Independent canmaker, Vobev, was set to open a new manufacturing facility in Utah in Q4 2021 and will produce, fill, package and ship a variety of beverages. The Vobev business model of combining everything under one roof will significantly shrink production lead times by weeks or months, reduce costs, and decrease product carbon footprint.

Vobev will practice eco-friendly methods like water reclamation to minimise its overall carbon footprint.

The facility's purpose is speed and flexibility and will aim to be a development hub for the aluminium can and beverage industry. Vobev will help customers capitalise on innovation and scale without risk—and provide the possibility to introduce new high-quality products each month.

The company will be looking to partner with local suppliers and individuals who desire to work for a "people first" organisation that uses a collaborative culture to drive

innovation. In addition to locally sourcing employees, Vobev will stimulate Utah's economy through the development of business relationships, taxes, and local employment opportunities.

Vobev believes in building world-class drinkable brands and needs a collaborative team to deliver on this vision. Over the next 18 months, Vobev will bring as many as 400 highly skilled jobs to Salt Lake City.

"Our leadership team is extremely proud of the collaborative culture we are creating," said Eric Cudnohoske, general manager of Vobev. "We are most excited to build an organisation and brand that delivers best-in-class products, and we can't do that without amazing people. Vobev is structured to empower individuals to have a voice, and we can't wait to see the future we build together."

 [www.vobev.com](http://www.vobev.com)



## TORAY GRAPHICS LAUNCHES PRIXIA PLATES FOR CAN PRINTING

18TH AUGUST

Japanese offset specialist Toray Graphics has developed PRIXIA, a dry offset printing plate designed to deliver photorealistic imagery in two-piece beverage can printing.

The newly developed plate delivers a printing quality of up to 250 lines per inch, compared to a resolution of 75 to 120 lines per inch for

standard photopolymer plates. The ability to deliver higher quality is driven by PRIXIA thermal CTP plates having an individual dot size of 7 microns, compared to 50 microns for polymer plates, with virtually no dot gain.

Toray sought input from several industry businesses about the value of the highly improved quality delivered by PRIXIA. These ranged from consumers to designers and talent agencies, and the company reports that all were highly

impressed with what they saw. 'The consensus from these discussions was the higher image quality delivered by PRIXIA have excellent shelf appeal. It enables the use of celebrity images on beverage cans that do not compromise their images and makes it easier to gain approval for use of their likenesses, another factor that will contribute to excellent shelf appeal for these products,' said the company in a statement. 'Designers also commented that having such high

image quality ensures the final product closely resembles mock-ups, which speeds approval processes and makes pre-launch favourability rating surveys conducted with mock-ups easier to analyse more accurately.'

Plate life is estimated to be approximately one million cans. PRIXIA will be commercially available worldwide in August 2021.

 [www.toraywaterless.com](http://www.toraywaterless.com)

# SEPTEMBER 2021



## BRITVIC TO POUR £27M INTO UK CAN PRODUCTION LINE

1ST SEPTEMBER

Britvic is to create 20 jobs as part of a £26.9m investment at its factory in Rugby.

The investment involves the installation of a fourth canning line, growing the site's total capacity by a further 18%.

The set-up will produce recyclable 330ml cans for Britvic's portfolio of brands, including Tango, Pepsi and 7UP. The first cans are expected to be produced this November, with the new line fully up and running in 2022.

Jobs will be predominantly in engineering and manufacturing, while apprentices will also play a role

during the expansion, filling some of the engineering roles and assisting with improvement projects as production commences.

Paul Graham, Britvic GB managing director, said, "This is yet another milestone on our growth journey, investing in both our supply chain and our people.

"This new, state-of-the-art canning line will be a fantastic boost for Britvic's Rugby facility which continues to produce recyclable cans for some of our most popular brands.

"We look forward to using this additional capacity as a platform to drive further innovation."

[www.britvic.com](http://www.britvic.com)



## CONCERNS REPORTED IN THE ALUMINIUM AEROSOL MARKET

3RD SEPTEMBER

The International Organisation of Aluminum Aerosol Container Manufacturers (AEROBAL) has reported that the global shipments of its members fell by 3.9% to around 2.9 billion units in the first half of 2021. The year-on-year decline was rather moderate, as global demand was still very lively in the first quarter of 2020. The corona pandemic only showed its full impact on the market during the second quarter of 2020.

Sales of deodorants and hairsprays - like the entire cosmetics sector - suffered in the first half of 2021 because consumers went out less due to the pandemic. That is why the

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deliveries to the deodorant market, which is dominant in terms of volume and accounts for around 60% of all deliveries in the industry, fell by almost 2%. Deliveries to the hairspray segment were hit much harder and fell by a clear double-digit rate.

Activity in the food sector was very positive, as consumers spent more time at home and cooked the meals themselves. Worldwide deliveries to this market, which currently is still described as a niche market, increased by almost 50%. The pandemic-related special boom in disinfectants in 2020 did not continue in 2021 because these products are more likely to be packed in plastic bottles.

“The AEROBAL members are very concerned about the skyrocketing aluminium price. The manufacturers who now have to stock up on metal are in a mess. Other relevant cost drivers are paints, printing inks, cardboard packaging, energy, wages and transport services. The pressure comes from all sides at the same time,” says AEROBAL President Leopold Werdich.

While supply bottlenecks have already been reported in other industries due to the tense situation on the raw material markets, the supply chains in the aluminium aerosol can industry have so far been stable. However, nervousness also increases here.

The topic of sustainability and decarbonisation is still at the top of the agenda in the aluminium aerosol can industry. In particular, customers' requests to use recycled material in aluminium aerosol cans represents a major challenge for manufacturers due to the limited availability of scrap which meets with a high demand at the same time.

The general mood in the industry is subdued due to the extreme cost burden, even if the current demand is quite satisfactory. A sustainable upturn is not expected until 2022.

 [www.aerobal.org](http://www.aerobal.org)



## BUNTING COMPLETES MANUFACTURE OF MAGNETIC SEPARATORS

7TH SEPTEMBER

Bunting-Redditch has completed the manufacture and supply of three magnetic separators and one eddy current separator to recover metals in an overseas recycling plant designed and installed by CRS NI Ltd.

CRS NI (Complete Recycling Systems) is a leading player in the UK waste processing market, designing and manufacturing bespoke Material Recycling Facilities (MRF) to suit any size operation, from in-line trommel plants to full co-mingled waste plants as well as original plant extensions and “add-ons”.

After an extensive review of recycling equipment suppliers at the end of 2020, CRS selected Bunting-Redditch to supply the metal separators. The configuration of the waste processing plant led to the selection of three ElectroMax Overband Magnets and one Eddy Current Separator with vibratory feeder.

The Model EMAX150 ElectroMax Overband Magnets recover steel cans and other ferrous metals from the conveyed waste. One is suspended in line with a conveyor, over a non-magnetic head pulley, with the remaining two positioned across the conveyors. All the ElectroMax models feature compact, air-cooled, high-powered electromagnets with heavy-duty self-cleaning rubber belts. In operation, the waste passes under

the electromagnet on a conveyor where any ferrous metal attracts up and out of the burden. The self-cleaning belt transfers captured ferrous metal out of the magnetic field, discarding into a collection area. Each EMAX150 weighs 2.8 tonnes and is 2750mm long, 460mm high and 1590mm wide.

In this project, two of the conveyors are 1200mm wide for the cross-belt installation, with the third being 1500mm for the in-line position. There are three size fractions: <50mm, 50-150mm and 150-400mm with the burden depth on all three conveyors averaging around 300mm.

The 1500mm wide Eddy Current Separator, with integrated vibratory feeder, is located later in the process and recovers non-ferrous metals such as aluminium cans. The HIC Model (high-intensity concentric) features a 300mm diameter magnetic rotor. The vibratory feeder regulates an even and controlled feed of waste material onto the faster running Eddy Current Separator conveyor belt, which then transports the waste into the alternating magnetic field of the rotor.

An Eddy Current Separator is a dual pulley conveyor system, where the non-metallic rotor cover houses an independently rotating high-speed magnetic rotor. Separation occurs when a non-ferrous metal particle (e.g., aluminium, copper or zinc) is conveyed into the magnetic zone. The non-ferrous metal particle is exposed to rapidly changing magnetic polarity. This induces ‘eddy currents’ into the particle generating an electrical current (Fleming’s left-hand rule) that subsequently creates its own magnetic field. The two magnetic fields oppose each other (i.e., North vs North pole repulsion), causing the repulsion of the non-ferrous metal particle and change in trajectory. The measured positioning of a splitter enables the separation of non-ferrous metals

from non-metallic material due to the altered and unaltered material trajectories.

The 1500mm wide Eddy Current Separator and vibratory feeder combined system weighs 3.9 tonnes and is 5.8 metres long, 2.6 metres wide and 2.3 metres high. 15 tonnes per hour of mixed waste with a maximum particle size of 50mm feeds through the separator. The waste contains approximately 1% non-ferrous metals, which are dominantly aluminium beverage cans.

The combination of the ElectroMax Overband Magnets and Eddy Current Separator ensures the maximum recovery of metal from the waste stream.

“This is another manufacturing export success story for the United Kingdom,” said Adrian Coleman, the General Manager of Bunting-Redditch. “CRS is one of the leading designers and suppliers of recycling plants and we [Bunting-Redditch] were thrilled to be selected as the suppliers of the metal separators. Effectively managing waste is a global challenge and we are proud to see UK designed and built plant being used in overseas recycling projects.”

 [www.buntingmagnetics.com](http://www.buntingmagnetics.com)



## CANPACK COLLABORATES ON ALCOHOL FREE SPORTS BEER

14TH SEPTEMBER

Pivovarna Union has collaborated with CANPACK to package its latest 0.0% innovation - a beer-based sports drink called Union Radler 0.0% Isotonic. The drink created in partnership with the Football Association of Slovenia is made from non-alcoholic beer and lemon-flavour juice, as well as added vitamins and minerals for regeneration after sport. The can is designed to catch the eye of active consumers with an on-the-go lifestyle. Packaging experts at CANPACK used a MATT special effect to enhance its bright look and feel. The sporty slimline beverage can is adding energy to the growing market for non-alcoholic drinks.

“What this collaboration showed was how crucial packaging can be to a new product. We began an exciting and creative process to help Pivovarna Union bring Union Radler 0.0% Isotonic to market. The final can, with its printed messaging, works hard at introducing the new drink to consumers - it showcases the technical capabilities of our MATT lacquer and how well it works at enhancing both bright and dark colours,” said Stephen McAneny, Chief Commercial Officer, CANPACK.

“Non-alcoholic beer is a category for innovators. Union Radler 0.0% Isotonic has a unique take and we needed our packaging to stand out and work hard to deliver our message. Our drink was created for regeneration after sport. The can made by CANPACK added a MATT effect, which together with the design, gives you that sense of refreshment.” Ajda Jurkas, Senior Brand Manager, Union.

“The players were involved in sampling the drink to help create the final recipe with Pivovarna Union. It’s great to finally hold the finished product and see the can in the stores.” Football Association of Slovenia.

 [www.canpack.com](http://www.canpack.com)

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# THE DEVIL IS IN THE DETAIL

KAREN MCKENZIE LOOKS AT A COMMONLY USED SCAM TARGETING THE WINEMAKING INDUSTRY AS FRAUDSTERS PURPORTING TO WORK FOR GENUINE WINE COMPANIES USE IDENTITY THEFT TO FLEECE PRODUCERS.



**KAREN  
MCKENZIE**

Australian wine and pale ale brand 19 Crimes uses augmented-reality labels on their bottles and cans to tell true crime stories. Using a smartphone app and a phone camera to view the label, consumers can make the characters on each can and bottle come to life. These characters then tell real-life stories of British prisoners transported to Australia as a sentence for their crimes; crimes as simple as theft under one shilling (petty larceny), as innocuous as stealing fish from a river, or as far-fetched as

impersonating an Egyptian.

In this new modern age, crime is not so easy to detect as back in the days when just one of 19 crimes could see a person faced with transportation. The beverage industry is not immune; with scams ranging from counterfeiting (see March issue of Canmaking News) to complicated credit card fraud by underworld crime syndicates, vigilance is paramount.

Vigilance paid off for Mark Woollard, co-founder of canned winemaker Hun Wines. After initial delight over



the receipt of a six-figure export order for wine from “Jean Marc-Lacotte” at Rouffiac Distribution, due diligence and lengthy negotiations followed and shipments were prepared. However, Woollard states, “Due to slightly incorrect documentation and a “funny feeling” on the communication we didn’t release the product when they came to collect it”.

“We then asked one of our fluent French advisors to call Rouffiacs head office to triple check. He was put through to their finance department and was told that Jean-Marc was an ex-director whose email is being used to scam wine businesses.”

According to the Wine and Spirits and Trade Association (WSTA), wine companies are regularly defrauded through the use of false email addresses and identities, generally involving the impersonation of existing companies and their employees. While certain products, such as Champagne, spirits and fine wines attract fraudsters due to their high resale value, large orders of lesser value products are also sought particularly from small suppliers who a seemingly lucrative and attractive deal might tempt. Woollard says, “It would have hit us hard, as a small business, extremely hard. Hopefully, it doesn't happen to

anyone else.”

According to Woollard, the scammers were extremely knowledgeable and clever in their approach with 99% of communication, documentation and appearance being perfectly normal, he states, “If we canned wine in Europe instead of the UK I’m not sure our documentation check would have flagged their errors”.



**Details, Details, Details**

Counter fraud guidelines compiled in collaboration between the Metropolitan Police and the WSTA highlight risk factors to look out for along with a list of possible

prevention strategies to guard against this type of scam. The overriding theme in these guidelines is attention to detail. Check and double-check is the order of the day.

Check contact details of the person making the order, including titles and spelling, verify that they work for the company; even if you are aware that the person previously worked there, check that they still do. Carefully look for subtle differences in email addresses, often there can be just one letter difference, or the domain can be slightly different. Phone numbers and emails should always be carefully inspected; while VAT and company details will almost certainly be correct, the scam wouldn’t work without false emails and phone numbers. Check that the delivery address is correct and look out for changes to delivery at the last minute.

These are just a few of the invaluable tips from the WSTA, many of which seem just common sense but can easily be overlooked unless suitable systems are in place.

Look carefully at the details, you might not see the devil, but then again you might.



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# OCTOBER 2021



## NEW ZEALAND'S CANNED WINE EXPORTS SET FOR MULTIMILLION-DOLLAR GROWTH

1ST OCTOBER

One of New Zealand's largest exporters of canned wine has launched a multimillion-dollar expansion into North America, as its share of the global small format wine market grows. Joiy Wines, the first local winemaker to export canned wine, now produces over 700,000 cans for five markets around the world each year.

The company is on track to double its annual sales volume this year and is now the top-selling canned wine in Canada, the world's largest liquor buyer and one of nine countries where the Government operates the retail sale of alcohol as a monopoly.

The move by Joiy Wines into the US market follows the brand being approached by \$16 billion retail chain Wholefoods, after a win in a major canned wine competition. Cath Hopkin, Joiy Wines co-founder, said the wine industry can be threatening to many and has struggled to attract an emerging millennial customer base.

Their focus has been taking premium wines into small format packaging.

"Originally we could see that the spirit and beer categories were

thriving in small format and yet wine was nowhere to be found," she said.

"We then saw an opportunity to specialise in this category and moved our entire product range into cans."

The international market for canned wines is growing at a rate of 13% per annum and is projected to reach over \$807m by 2028. In contrast, the bottled wine category remains stagnant with a growth rate of 4%.

But the wine industry has struggled to attract millennials and small format options are increasingly being seen as a mechanism to deliver a more portable, environmentally friendly and portion-controlled product for this health-conscious segment.

"The domestic and export demand is now there, and we are seeing small format wines resonate strongly with millennials as well as our core target demographic aged 35+ who are choosing these products for a range of convenience and health reasons - such as portion control, lower alcohol, sugar and calories," Hopkin said.

"In addition to providing a vessel that connects with consumers from a design perspective, development of canned wines has allowed us to address a number of shortcomings of the bottled wine format - including the challenges around heavier shipping weight and fragility of glass."

"The technology we use has now advanced to the point that the lining of the can protects the premium wine better than glass, preventing light strike and allowing us to produce a product that is shelf stable for four years - a significant competitive advantage for us on the international market."

Chris Archer, Joiy Wines winemaker

and co-founder, said when they first brought forward the idea of producing canned wine, they were initially met with a lot of resistance from the local wine industry.

"Today there is much greater recognition that the level of innovation we are introducing is the way forward for New Zealand wine."

Archer said the successful entry into the US market will put pressure on an already limited local grape supply, with projections suggesting their production volumes could increase tenfold overnight.

The pair's latest innovation is a range of wine seltzers as well as their Mimosa canned wine cocktail already securing a listing with the world's largest liquor buyer LCBO in Canada.

Hopkin says their original sparkling white and rosé have been enjoying a number one position there for the last four years.

 [www.joiy.co.nz](http://www.joiy.co.nz)



## NOVELIS TO INVEST \$130M IN N.Y. PLANT TO MEET INCREASED DEMAND

18TH OCTOBER

Novelis Inc. has said it will invest about \$130 million to upgrade its operations in Oswego, N.Y., to meet

growing customer demand for aluminium flat rolled products.

The Atlanta-based aluminium rolling, and recycling company said the project will increase hot mill capacity by 124,000 metric tons at the plant, which serves the can, automotive and specialty products markets, and enhance finishing capabilities for automotive sheet.

The investment will upgrade the plant's hot reversing mill motors and drive train and hot finishing mill coolant systems, as well as enhance batch annealing capabilities, the company said. Novelis said the project will also improve energy-efficiency.

The company said it will begin the upgrades in spring 2022 and expects them to be completed in 2024.

 [www.novelis.com](http://www.novelis.com)



## GERMAN BREWER INVESTS IN KHS CANNING LINE

20TH OCTOBER

German brewer, Dortmunder Brauereien, has purchased a sustainable canning line from KHS.

Last month, the KHS Innofill Can DVD was delivered by heavy goods transport to the new production shop of the Dortmunder Brauereien located in the northern part of the city where it will form the heart of the new canning line. With an output of up to 80,000 beverage cans per hour, the filler will use about 50%

less electricity and 65% less water compared to the previous model.

A statement from the firm said, "With this investment, the Dortmunder Brauereien are meeting the growing demand for cans as convenience packaging and, at the same time, are pursuing sustainability goals."

The new system was set to go into operation in November 2021.

 [brauereierlebnis-dortmund.de/bierstadt](http://brauereierlebnis-dortmund.de/bierstadt)



## THAIBEV CEO SAYS BEER BUSINESS IPO STILL ON TABLE

21ST OCTOBER

Thai Beverage still considers the listing of its beer subsidiary as the most viable way of raising funds for further expansion, Southeast Asia's major brewer said on Thursday, as it sought to make clear its plans while the pandemic roils on.

"The IPO will certainly happen," said President and CEO Thapana Sirivadhanabhakdi at Thai Beverage's annual news conference, without specifying when the process will begin. "Based on compliance regulation, we have to seek approval from Singapore Exchange once again. Once we receive the approval, we will proceed," he said. Thai Beverage is the brewer of Chang beer and a core member of

billionaire Charoen Sirivadhanabhakdi's TCC Group.

The company had voiced its intention to spin off and list its beer business in 2019. Through internal restructuring, BeerCo was created in 2020 to streamline and consolidate ThaiBev's brewery business and operations.

An initial attempt was made in February. It announced a plan to sell a 20% stake in BeerCo through an initial public offering. The postponement of the listing came only after two and a half months.

The company blamed market uncertainty, "aggravated by the worsening COVID-19 pandemic in Thailand and other countries, which are not conducive for the proposed spin-off listing," according to a ThaiBev statement in April.

Despite such a volatile market, ThaiBev revenue in the nine months to end-June rose 1.2% from the same period a year ago to 80.2 billion baht (\$2.37 billion). Its earnings before interest, taxes, depreciation and amortization jumped by 20.4% to 10.6 billion baht.

In the news conference, the company said it had quickly adjusted its sales channels to improve performance during the pandemic. It focused on selling in retail stores, instead of bars and restaurants, which were subject to closures due to the spread of COVID-19. It also worked on online sales in countries that permitted the selling of alcoholic beverages on the internet, unlike Thailand.

Despite its efforts, the capital markets are still shaky. "BeerCo's IPO depends on timing and readiness of investors," said Thapana. "It is because I have to protect ThaiBev shareholders' value in their best interest." Apart from the negative impact of the pandemic on some sectors, investors are also now nervous about a financial crunch rippling out from the China Evergrande crisis.

ThaiBev has been listed and traded

on the Singapore Exchange since 2006. The parent company originally wanted a dual listing on home soil but cancelled the proposal after receiving a thumbs-down from domestic activists. The consumption of alcoholic drinks is considered a bad habit in Buddhism, Thailand's main religion. BeerCo also faces the same resistance domestically.

TCC Group became one of Thailand's largest conglomerates through

acquisitions. It bought Saigon Beer Alcohol Beverage, or Sabeco, in 2018 for \$4.8 billion. It is thought that proceeds from the BeerCo IPO could also be used to fund acquisitions.

Meanwhile, ThaiBev said its brewing factory in Myanmar successfully ramped up production despite political instability after the military seized power in February and amid the COVID-19 outbreak. The factory has recently added a new canning

line, according to Thapana.

The Myanmar factory operates under Fraser and Neave, TCC Group's food and beverage arm it acquired in 2013, instead of BeerCo. The move was aimed at avoiding any sanctions that could be slapped on BeerCo for operating in a junta-ruled country when it is seeking to list.

 [www.thaibev.com](http://www.thaibev.com)

# NOVEMBER 2021



## SHOWA ALUMINIUM TO ACQUIRE MITSUBISHI MATERIALS' ALUMINIUM BUSINESS

15TH NOVEMBER

Apollo Global Management has announced that Showa Aluminum Can Corporation has entered into a series of definitive agreements to acquire the Aluminum Rolled & Extruded Products Business of Mitsubishi Aluminum Co., Ltd., a Japanese leading producer of diversified advanced materials, and all of the shares of Universal Can Corporation, which is engaged in the manufacturing of aluminium beverage cans, from its current shareholders Mitsubishi Materials and Hokkan Holdings Limited, a Japanese leading packaging group.

The transaction presents a

transformational opportunity for Showa Aluminum to become an integrated, value-added aluminium engineering and packaging group. Apollo will leverage its global expertise in both the aluminium and packaging industries to help the businesses further enhance their value proposition and growth, including in the sustainable aluminium packaging sector.

For Apollo, the transaction demonstrates its investment thesis to grow Showa Aluminum's business in the region, including inorganic growth through add-on transactions. It is also representative of Apollo's increasing private equity activity in Japan and is the third major corporate carveout transaction for Apollo Funds completed or announced this year.

Tetsuji Okamoto, Partner and Head of Japan Private Equity at Apollo, said, "This transaction will bring together two highly complementary businesses, each with a proud heritage of providing high-quality aluminium products to a variety of end-markets and customers. We are also pleased to have worked with Mitsubishi Materials to structure a carve-out that meets their business portfolio transformation needs."

Subject to satisfaction of customary

closing conditions and regulatory approvals, the transaction is expected to be completed by 31st March 2022.

BofA Securities Japan Co., Ltd. acted as financial advisor and Paul, Weiss, Rifkind, Wharton & Garrison LLP alongside Anderson Mori & Tomotsune acted as legal advisors to Showa Aluminum and the Apollo Funds.

 [www.sdk.co.jp](http://www.sdk.co.jp)



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## EU FINES CONSERVE ITALIA €20 MILLION FOR PARTICIPATING IN CANNED VEGETABLES CARTEL

22ND NOVEMBER

The European Commission has fined Conserve Italia Soc. coop. Agricola and its subsidiary Conserves France S.A. (together 'Conserve Italia') a total of €20 million for breaching EU antitrust rules.

The Commission has found that, for more than 13 years, Conserve Italia participated with other market participants in a cartel for the supply of certain types of canned vegetables to retailers and/or food service companies in the European Economic Area (EEA).

In September 2019, the Commission adopted a settlement decision against Bonduelle, Coroos and Groupe CECAB for participating in the same cartel. Conserve Italia decided not to settle this case with the Commission, unlike the three other participants. As a result, the Commission's investigation against Conserve Italia continued under the standard cartel procedure.

Executive Vice-President Margrethe Vestager, in charge of competition policy, said, "With our decision today, we can put a lid on our case on the canned vegetables cartel. Conserve Italia, the only producer who chose not to settle, agreed with the others in this cartel to divide the market and to fix the prices for certain canned vegetables across Europe. So for more than 13 years consumers suffered from less competition and higher prices. The fine we impose

today on Conserve Italia, reflects the gravity of their anticompetitive behaviour and the importance of competition law".

For over 13 years Conserve Italia and the other cartel participants fixed prices, agreed on market shares and volume quotas, allocated customers and markets, exchanged commercially sensitive information and coordinated their replies to tenders. Their goal was to preserve or strengthen their position on the market, maintain or increase selling prices, reduce uncertainty for their future commercial conduct and control marketing and trading conditions to their advantage.

The infringement covered the entire EEA and Conserve Italia's participation in the cartel lasted from 15th March 2000 to 1st October 2013.

The Commission's investigation revealed the existence of a single infringement comprising three separate agreements:

- An agreement covering private label sales of canned vegetables such as green beans, peas, peas-and-carrots mix and vegetable macedoine to retailers in the EEA;
- An agreement covering private label sales of canned sweetcorn to retailers in the EEA; and
- An agreement covering both own brands and private label sales (sold under retailers' brands) of canned vegetables to retailers and to the food service industry specifically in France.

Conserve Italia participated only in the two first agreements.

In setting the level of fines, the Commission took into account various elements, including the sales value in the EEA achieved by Conserve Italia for the products in question, the serious nature of the infringement, its geographic scope and its duration.

Conserve Italia benefitted from 50%

reduction of its fine for its cooperation with the Commission investigation under the Commission's 2006 Leniency Notice. The reduction reflects the timing of Conserve Italia's cooperation and the extent to which the evidence it provided helped the Commission to prove the existence of the cartel in which it was involved.

Article 101 of the Treaty on the Functioning of the European Union (TFEU) and Article 53 of the EEA Agreement prohibit cartels and other restrictive business practices.

The Commission's investigation started with unannounced inspections in October 2013. In September 2019, the Commission adopted a settlement decision against three companies that admitted their involvement in the cartel described in the decision - Bonduelle, Coroos and Groupe CECAB. The total fines imposed were €31,647,000. The investigation concerning Conserve Italia continued under the standard cartel procedure.

This is the second cartel case relating to canned foodstuffs. In the canned mushrooms cartel, in June 2014, the Commission fined Bonduelle, Lutèce and Prochamp a total of around €32 million, and, in April 2016, it fined Riberebro €5.2 million.

Fines imposed on companies found in breach of EU antitrust rules are paid into the general EU budget. This money is not earmarked for particular expenses, but Member States' contributions to the EU budget for the following year are reduced accordingly. The fines therefore help to finance the EU and reduce the burden for taxpayers. In accordance with Article 141(2) of the EU-UK Withdrawal Agreement, this case is a "continued competence case". The EU shall therefore reimburse the UK for its share of the amount of the fine once the fine has become definitive. The collection of the fine, the calculation of the UK's share and the reimbursement will be the carried out by the Commission.





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## HENKEL COMPLETES ACQUISITION OF ACTEGA CLOSURE MATERIALS BUSINESS

23RD NOVEMBER

After the successful acquisition of the closure materials business from Henkel in May 2021, the transfer of production from Henkel in France to ACTEGA DS in Bremen has now been successfully completed. The main brands acquired by Henkel include CELOX, SINCERA and DARAFORM.

"With the acquisition and transfer of production, we have further expanded our business with closure materials for food and beverages, strengthening our range of PVC-free solutions. This enables us to better supply our global customers with more innovative solutions with improved flexibility," says Wilfried Lassek, Managing Director of ACTEGA DS GmbH.

The closure materials are now produced according to the original formulation on the ACTEGA compounding machines. For this purpose, and in order to continue to manufacture and supply the products in the highest expected quality, investments were made in additional state-of-the-art production equipment.

"The acquired products complement our product portfolio, and this enables us to provide more added value to our customers for them to supply the best unique solutions for the food and beverage industry,"

explains Dr. Katharina Bahrs, Head of Market Management Closures.

 [www.henkel.com](http://www.henkel.com)



## ROESLEIN ACQUIRES SERVTECH INC.

25TH NOVEMBER

Roeslein & Associates has acquired Servtech, Inc., a vertically integrated, custom manufacturer of equipment for the oil and gas markets and mission-critical data centre systems. A statement from the company said that the move will position Roeslein to play a more significant role in these markets and contribute to expanded capacity for the company's current process skid systems.

"Welcoming Servtech into the Roeslein family of companies helps us meet our strategic goal to diversify our business into new markets, and to expand capacity for our current product lines," said Roeslein President and COO, Brian Sneed. "The team at Servtech brings twenty years of experience in engineering and fabrication of pump skids, metering skids, LACT systems, and customised electrical systems. The increased bandwidth will allow us to reduce lead times for our current project backlog."

The acquisition of Servtech adds an additional 95,000 square feet of fabrication space, and a combined 51 professional services and skilled craft employees to Roeslein's existing global resource consortium. As an established name in the

industry, Servtech will be rebranded as Servtech: A Roeslein Company. Roeslein's current operations in the Northglenn, Colorado area will be relocated to the facility in Louisville, located eight miles away.

"Servtech's customer-first culture is a close fit for integration as a Roeslein company," said Steve Martin, Executive Vice President at Roeslein. "The team led by Bob Pritchard has an Ethos comparable to Roeslein, and their project methodology will undoubtedly make for a seamless integration. We look forward to combining our shared experience to continue providing the best-in-class value to our collective client base."

Following the transition, Servtech management and employees will remain in their current roles, while maintaining existing reporting structures. The company's current client base will benefit from the additional resources made available through Roeslein's global network of engineering, manufacturing, and construction professionals. In addition, Servtech's acquisition by Roeslein provides the current Servtech customers with the same great products, service, and support that they have enjoyed for the last 20 years, along with the strength of a larger organisation.

Servtech's President, Bob Pritchard, will remain on in a leadership role following the acquisition. "Through a previous professional relationship, I gained knowledge of Roeslein. With their similar culture, approach to projects, and structure, it became apparent there were many parallels to be drawn and leveraged between our two companies," said Pritchard. "Servtech's employees are looking forward to the opportunity to be a part of a global organisation, and the benefits of employee-ownership through Roeslein's ESOP."

 [www.roeslein.com](http://www.roeslein.com)

# DECEMBER 2021



## BEIERSDORF UNVEILS CLIMATE-FRIENDLIER AEROSOLS

6TH DECEMBER

Beiersdorf is rolling out a new aerosol valve system for its Nivea Eco-Valve product line that is claimed to be more climate-friendly.

Developed by UK-based engineering company Salvalco, the new Eco-Valve technology utilises eco-friendlier, inert gases, such as nitrogen as the propellant in deodorant aerosol sprays. This brings about a higher yield per can, resulting in a “significant reduction” in greenhouse gas emissions compared to conventional hydrocarbon-based propellant systems.

The company is also introducing a range of 100% recycled aluminium cans for its Nivea Men deodorants and shaving gels in the European market.

“I am very pleased to report that we have made significant progress on our sustainability journey in the past months. We share the vision of a climate-positive future with our partners at Salvalco and are excited to deliver now more climate-friendly aerosol products to our consumers,” said Michael Becker, Head of Global Packaging R&D at Beiersdorf.

Peter Shaw, Managing Director of Salvalco, added, “Our Eco-Valve

technology allows brands, such as Nivea, to meet increasing consumer demand for more sustainable aerosol solutions supporting a climate-friendlier lifestyle. We are delighted to see that an iconic global brand such as Nivea is leading the way with our technology.”

[www.beiersdorf.com](http://www.beiersdorf.com)



## COVID PROMPTS ACCELERATION IN THE RTD CATEGORY

15TH DECEMBER

The COVID-19 pandemic has changed a lot about how we work, learn and socialise. The early days of at-home cocktail experimenting and restaurant alcohol delivery have passed, and as more consumers are venturing back out for on-premise drinking and dining, they are opting for simpler alcoholic beverage options in the ready-to-drink (RTD) category.

“Consumers’ booming interest in RTDs is driving rapid growth and premiumisation in the category,” said Drew Levinson, Breakthru Beverage Group Vice President, Business Development, Emerging Brands. “We’re predicting a continued and sustained

acceleration in the ultra-premium RTD space based on consumers’ desires for greater convenience, innovation and elevated flavour choices.”

Currently, RTD retail sales are up 116 percent from 2019 and up 18 percent from 2020, according to Nielsen. The category is even outpacing other hot growth categories like tequila and whiskey to the tune of \$7.7 billion in retail, or 10 percent of total beverage alcohol revenue. The International Wine and Spirits Record (IWSR) expects the total RTD category to grow from about 9.6 percent volume share of total beverage alcohol to 22 percent by 2025.

This growth is especially apparent on many resort properties, where consumer preferences and staffing shortages alike have spurred more creative options where grab-and-go RTDs represent the No. 1 alcohol sales opportunity at resort properties and pools.

“With limited or no in-room dining, hotels and resorts needed to pivot and provide guests with the elevated, sophisticated drink options they are accustomed to while making it as easy as possible on their reduced staffs,” said Sharon Charny Woschitz, Breakthru’s National Accounts Headquarter Director, East. “It’s not just at hotels and resorts – where we’ve seen a 332% growth. Due to quality, innovation and sustainability, RTD’s popularity is also rising in new occasion areas such as weddings, golf courses and concerts.”

Convenience aside, consumers are eager to drink RTDs—and trade up to ultra-premium RTD cocktails—because of the innovative and elevated product offerings on the market today. The first RTD many consumers try is a fermented

malt beverage (FMB), which is less than 10 percent ABV and perceived as similarly priced (\$2-\$4 for two cans) across the category. Consumers then begin experimenting with higher-priced (\$4-\$6 for two cans) wine and spirit offerings like seltzers and spritzers, which consumers view as similar products regardless of the base. They then trade up to ultra-premium, wine- and spirit-based cocktails, which are the most expensive (\$6 for two cans) and include popular canned cocktails like Moscow Mules and margaritas.

The ultra-premium category especially is ripe for innovation. Consumers are looking not just for their favourite cocktail delivered in an easy-to-drink can but also for sophisticated flavours with quality ingredients and trendy additives like agave nectar.

"The RTD category evolution has been fascinating to watch, pulling in elements from trends like the craft movement, moderation and health and wellness to align with consumer preferences," added Woschitz.

Breakthru's RTD sales have continued to outpace national trends in the last year and continue to pick up share in the important cooler space.

"We've watched the rapid growth of RTDs carefully the past few years, leveraging our data and analytical insights to ensure our customers have what they need to meet evolving consumer demands," said Levinson. "We were ready for this popularity shift, and embraced an innovative portfolio with enterprise-wide capabilities that make it easy for on and off-premise customers to offer diverse and highly relevant brands to consumers. We will continue to closely monitor this segment to ensure we represent the best and most innovative brands in the RTD space."

 [www.breakthrubev.com](http://www.breakthrubev.com)



## SONOCO TO ACQUIRE BALL METALPACK

27TH DECEMBER

Sonoco has entered into a definitive agreement to acquire Ball Metalpack, a leading manufacturer of sustainable metal packaging for food and household products and the largest aerosol producer in North America, for \$1.35 billion in cash before taking into consideration tax benefits with an estimated net present value of approximately \$180 million. Ball Metalpack is a joint venture owned by Platinum Equity (51 percent) and Ball Corporation (NYSE: BLL) (49 percent).

Previously part of Ball Corporation, Ball Metalpack, headquartered in Broomfield, Colorado, was formed in 2018 and has more than 100 years of experience in producing steel tinsplate food and aerosol cans, as well as closures and packaging components from eight operations in Canton and Columbus, Ohio; Milwaukee and Deforest, Wisconsin; Chestnut Hill, Tennessee; Horsham, Pennsylvania; and Oakdale, California. Ball Metalpack is projected to generate approximately \$850 million in revenue and \$111 million of adjusted EBITDA in 2021.

"This acquisition fits our strategy of investing in Sonoco's core businesses as it complements our largest Consumer Packaging franchise - our iconic global Paper Cans and Closures business. In addition, it further expands our already established sustainable packaging portfolio with metal packaging, which is the most recycled packaging substrate in the U.S.," said Howard

Coker, Sonoco President and CEO. "We've had a long relationship with the Ball Metalpack team, including previously owning and operating two of their manufacturing facilities in Canton. With a comprehensive and innovative product portfolio that has received significant recent investments in new technology and capacity, we believe the addition of Ball Metalpack will further strengthen our stable cash flow generation while driving solid earnings accretion."

"Ball Corporation values its long-standing relationships with Platinum Equity and Sonoco. We are pleased with today's Ball Metalpack news and the value we have collectively created across the tinsplate steel packaging business. The joint venture sale is a positive move, and cash proceeds received from Ball's minority interest will further benefit our shareholders," said John A. Hayes, chairman and CEO. "This agreement further enhances Ball's ability to return value to shareholders via share buybacks and dividends, and to make EVA enhancing investments."

"Ball Metalpack has undergone a meaningful transformation over the past three years and is now ready to start a new chapter," said Platinum Equity Partner Louis Samson. "We made substantial investments in equipment, technology and human capital so the business is very well positioned for continued growth, and we believe Sonoco is the ideal home going forward."

Once the transaction is closed, Sonoco anticipates the acquired business' financial results will be reported in the Company's Consumer Packaging segment. Jim Peterson, who is CEO of Ball Metalpack and has more than 15 years of leadership experience in the metal packaging industry, will continue to lead the business along with a tenured management team that has more than 90 years of experience.

There are no expected changes in operations or customer relationships as a result of the transaction.

Closing of the transaction is subject to satisfaction of customary closing conditions, including regulatory review, and is expected to be completed in the first quarter of 2022.



## WILDPACK COMMENCES CAN SLEEVE AND LABEL PRINTING PRODUCTION

29TH DECEMBER

Wildpack has announced the launch of its dedicated in-house printing production line for can labels and sleeves. The new, dedicated line is located in the Company's Las Vegas Facility and has the capacity to meet projected internal 2022 decorating demand across Wildpack's existing network of 6 facilities across the USA and anticipated future expansion.

"We pride ourselves on being customer centric and offering economies of scale to middle market beverage brands. As a result of customer demand, we made the strategic decision to commission this production line. Integrating this production capability adds immediate value to our customers by reducing vendors, simplifying operations, and reduce lead times, one of the key problems Wildpack's strategy solves," added Chuck Zadlo,

Chief Operations Officer at Wildpack Beverage.

Since its inception, Wildpack has offered fully integrated co-packing or a la carte services to meet the needs of middle market beverage brands once they have reached the stage of production. Wildpack's state-of-the-art Las Vegas facility houses the HP digital printers used in the production of can labels and sleeves with customer printing commencing on yesterday, December 21, 2021. Wildpack's printing production is expected to result in an increase in gross revenue of \$2.875M in 2022.

Chris Sumpter, Digital Press Manager at Wildpack, commented, "With this added capability, Wildpack is in a position to offer all components of the co-packing process, printing, decorating, filling, and packing integrated into one-stop. As customers continue to demand all-in-one services, Wildpack will pursue the strategic integration of production verticals. Bringing printing services in-house allows Wildpack better tracking and controls for our quality assurance targets and ESG goals as we pursue scalable alternatives for renewable label production."

 [www.wildpackbev.com](http://www.wildpackbev.com)

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Roeslein is pleased to announce the acquisition of Servtech, Inc.

This move will position Roeslein to play a more significant role in the oil and gas and mission-critical data center markets. Roeslein will also see expanded capacity for its current process skid systems.

The Servtech team brings twenty years of experience in engineering and fabrication. The addition of 51 professional services and skilled craft employees will allow Roeslein to reduce lead times for its current project backlog.

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