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# Canmaking

# News

Issue 5 - January 2023

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# WELCOME

**It is a pleasure to welcome you to the 5th edition of our printed Canmaking News Annual. We have selected a variety of news stories and features for you to read through which we feel reflect the past events of the last 12 months well.**

Throughout 2022, the industry continued to make huge strides when it came to innovation. The food and beverage packaging sectors have faced numerous obstacles - the war in Russia and the global can shortages among them - but still you have persevered. It has been inspiring to see how you continue to face these challenges head on.

The importance of sustainable packaging is at the forefront of our minds more than ever and the demand for it is ever increasing. With recycling rates hitting and exceeding targets year on year, it's clear that our industry is at the forefront of a packaging revolution. We've been developing our own thoughts in this space and have some exciting projects in the pipeline so watch this space!

## **20 years of Canmaking News**

We're overjoyed to be celebrating 20 years of Canmaking News. A lot has changed since Canmaking News made its digital debut in 2003. On the whole, the way we do business around the world has taken on a new lease of life. Thanks to the rise of the internet, social media and innovations in technology, manufacturing and supply, companies have modernised their operations and embraced a vast range of opportunities. As Canmaking News celebrates its 20th anniversary, we asked some of you how you believe the global metal packaging landscape has evolved over the past two decades, as well as what lies ahead.

When we look at how Canmaking News has developed, we are so immensely proud of the work that the team has put in to creating what exists today. 20 years is no mean feat and we cannot wait to see what the next 20 brings! Our podcasts have grown in popularity since they began in 2021.

This year, we spoke to a number of industry stalwarts, including Ruben Robles, Vice President for Global

Business Development for Belvac, and John Hrdlick, President and CEO of INX International. Please do get in touch if you'd like to be on our roster for next year. There are still slots available.

We're looking ahead now to shows and meetings for next year and can't wait to see you all again at Latamcan and METPACK!

**Janis Osborn**  
Publisher



janis@canmakingnews.com

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# GET IN TOUCH

**Established in October 2003, Canmaking News is the leading online magazine for the global metal packaging industry.**

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**Canmaking News**

**YOUR INDUSTRY IN ONE PLACE**

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# MEET THE TEAM



**Janis Osborn** ■ Publisher & Editorial Director

Janis boasts over 40 years of experience in publishing, during which time, she has worked mainly on trade publications and business to business (B2B) magazines. Janis is very experienced in all forms of media, including TV and radio. She is also an accomplished events organiser, with global conference and exhibition expertise.



**Karen McKenzie** ■ Features Writer

Karen is a highly knowledgeable 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.



**Zoe Fryday** ■ Social Media Manager and Copywriter

Zoe is an experienced journalist and copywriter specialising in the print and digital B2B sector. She provides businesses far and wide with high-quality blogs, features and news articles, social media management, PR and proofreading.



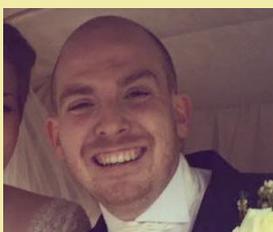
**Ellie Walker** ■ Digital and Brand Marketing

Ellie is an expert digital and brand marketing specialist. With many years of experience building marketing strategy from the ground up, she has a proven track record of generating business leads through social media, advertising, design and SEO and content strategy.



**Alice Osborn** ■ PR and Communications

Alice has extensive experience delivering strategic media relations in several markets, including Europe, Asia, and the US, for a variety of complex businesses. Alice works closely with clients to ensure that their communications programmes are aligned with their marketing goals, regularly securing top-tier, high-impact media coverage.



**Matthew Coppard** ■ Web Design & Development

Matt has over 10 years' experience in web design and development. Having worked for clients across a range of industries, Matt has acquired vast experience in creating websites and digital marketing campaigns that ensures your brand stands apart from the competition.

# Canmaking News

## Celebrating 20 Years

## 20 YEARS OF CANMAKING INNOVATION

As Canmaking News celebrates its 20th anniversary, we take a look at how the global metal packaging landscape has evolved over the past two decades, as well as what lies ahead

**A lot has changed since Canmaking News made its digital debut in 2003. On the whole, the way we do business around the world has taken on a new lease of life. Thanks to the rise of the internet, social media and innovations in technology, manufacturing and supply, companies have modernised their operations and embraced a vast range of opportunities.**

So, what about the canmaking industry specifically? Well, the last 20 years have certainly brought about some interesting developments and the sector is constantly advancing. More cans are being produced per minute, there are innovative can shapes and brilliant decorations to choose from, manufacturing is undergoing optimised automation, and cans, thanks to their recyclable and environmentally-friendly production attributes, are playing a critical role in tackling the global climate crisis.

For T D Wright, a plate cylinder design specialist for the metal decorating



industry, the last 20 years have had a huge impact on where the company is today. In the early 2000s, the firm, based in Saint Paul, Minnesota, US, released its Modular Magnetic design, which has since been implemented on almost every cylinder it produces. Meanwhile, the ENOC System became mainstream as a quick-change option for the Rutherford style of decorator. These two innovations, the team explain, are some of T D Wright's biggest accomplishments to date, and it continues to invest in state-of-the-art technology, process control and CNC

machine tools to bring customers the best products and service possible.

T D Wright's President Joseph McEachern elaborates: "The Modular Magnetic design allowed for a more uniform hold on the magnetic plates, helping eliminate plate slipping and cracking with the checkerboard design. The ENOC System improved the changeover time on every machine which has them installed. With the patented tapered bore and in shaft adjustments, it is still our most popular product. We have continued to develop



JOSEPH MCEACHERN

improvements in the manufacturing, reliability and ease of use of the cylinders and shafts we have become known for."

Joseph recognises that the metal packaging industry has been in constant competition with plastic and glass containers for decades. "More recently, I hear things from outside of the industry that I have been hearing at conferences for years," he says. "People are moving towards cans over plastic because of the reduced waste and stadiums are offering more and more cans as glass isn't allowed. It is incredible to see the hard work the industry has put forth being recognised by consumers across the globe."

Joseph adds: "I think in the next 20 years, the shift towards metal packaging will continue. We can already see new products and improvements that can plants are adopting. This is going to lead to more exciting and innovative packaging, as well as a more efficient way of producing it. I want to congratulate the Canmaking News team for 20 years of successful publishing, and I'm excited to see you continue reporting for years to come. Congratulations guys!"

Like Canmaking News, Pneumofore is celebrating an important anniversary in 2023. Since its foundation in Turin, Italy in 1923 - an impressive 100 years ago - the company, which designs and manufactures centralised vacuum and compressed air systems for industrial applications worldwide, including for the



DANIEL HILFIKER

canmaking industry, has been owned by the same family. Strong engineering passions and traditions continue to be at the forefront of the business, which is headed up by Daniel Hilfiker, President, Eng.

Daniel Hilfiker explains that supplies of Pneumofore's machines to the can industry go back to the last century. "In fact, some air-cooled UV30 vacuum pumps installed in 1998 are still running 24/7 in Nogara, Italy at the 2-piece can factory, formerly owned by NaCanCo, later Rexam and now belonging to Ball," he says. "Other large Pneumofore installations from 20 years ago, or more, are found in Spain (La Selva, Valdemorillo) and the UK (Milton Keynes and Wakefield). At that time, the UV30 was the Pneumofore pump with the greatest capacity."

With the internet opening new frontiers and Canmaking News being born, Pneumofore was also riding the wave of expansion into geographically distant markets. "American engineers of NaCanCo saw our vacuum pumps installed in Europe," says Daniel. "The vacuum requirements in can factories demand large capacity, thus many pumps. The important recommendation made by Mr George Schmidt, the System Manager for Worldwide Facilities and System Engineering for NaCanCo, near Chicago, at the time, was to develop a larger vacuum pump with almost double capacity. This would permit the reduction in the number of pumps from seven to three or four with simplified installation, piping system and less maintenance."

In the following years, Pneumofore researched and developed the UV50, which was the world's largest, single-stage, air-cooled, rotary vacuum pump. The UV50 vacuum pump is today, 20 years later, the most popular Pneumofore machine. Recently, the vacuum capacity demand has raised. The UV50 has been doubled in a twin machine, the UV100.

The connection of Pneumofore to the can industry is positively influenced by the high recycling rate of aluminium cans, which today, in some European countries, is as high as 90%. "Our preference goes to metal wherever possible," adds Daniel. "We dislike the plastic invasion of the last decades, polluting our planet's water and soil, thereby causing immense harm to nature. With economic incentives, many people will be more attentive. If we look ahead or talk to our children, we sense growing attention to environmental issues. The life platform that they inherit from us is not as clean as what we got from our ancestors. The overall environmental situation is quite desperate, yet at Pneumofore, we are proud to manufacture compressors and vacuum pumps which last for decades."

As a global manufacturer of high-performance printing inks and coatings for commercial, packaging and digital print applications, over the last 20 years, INX International Ink Co has focused on ink innovations, production efficiencies and its global service infrastructure. The US-based organisation has added locations to meet the growing can capacity, expanding its two-piece ink manufacturing capacity by 45% and involving properties on three continents. In November 2022, the team completed a \$2 million investment and added metal decorating to INX's facility in Dunkirk, NY.

From the point of view of John Hrdlick, President and CEO of INX International Ink Co, the market continues to be strong, speed has increased, and can shapes and sizes have evolved. "The three-piece market has shifted from 60% conventional and 40% UV to 25% conventional and 75% UV," he explains.



**PNEUMOFORE UV50 VACUUM PUMPS AT BALL PACKAGING IN CABANILLAS, SPAIN**

“Digital printing has entered the landscape and is now here to stay. With a greater need for short runs, plus its associated efficiencies and throughput, we expect digital printing demand to continue increasing.”

There continues to be greater industry focus on sustainability, John goes on to identify: “Brand owners have established sustainability goals, and decorators and suppliers are now expected to consider the environment and consumer safety when developing new technologies. Continuous regulation changes have pushed the industry to evolve. This requires changes which focus on materials and chemistries that contribute to a circular economy and minimise the negative impact on the environment. Certifications like Cradle to Cradle focus on the whole manufacturing process, including material selection, product circularity, water stewardship, energy reduction and social responsibility.”

INX continues to increase its production footprint for metal decorating in

the Americas and globally. “We have improved our market share considerably in South America, with the main facility in Brazil supporting two smaller plants in Colombia and Paraguay,” says John. “In the future, we plan to have a campus-like facility in Brazil which will include metal decorating. In the US, we recently expanded our capability in Charlotte, NC, and the R&D facility in West Chicago, Ill.”

When it comes to product innovations, INX has plenty to be proud of. EcoCan is the industry’s first and only eco-friendly metal decorating ink to receive a Gold Level Material Health Certificate from the Cradle to Cradle Products Innovation Institute, in collaboration with the Environmental Protection Encouragement Agency (EPEA), and the INX Color Catalog is the industry’s first true colour standard for beverage can design printed directly on metal. John explains: “Brand owners, designers and metal decorators can now select, communicate and approve colour more efficiently, thereby reducing lead times

and getting labels to market quicker. There are currently over 330 INX Color Catalogs in the field, of which 50% are owned by the brand owners. We also introduced several new specialty products including tactile and retort, in addition to an industry-changing two-piece dense black ink.”

John anticipates that the metal package will continue to be recognised as the package of choice, and in joining Canmaking News to celebrate its 20-year anniversary, says: “We remember when an online publication for the metal packaging industry was just a dream for Janis. We are happy to see that come to fruition and have so much success. Congratulations and best of luck for the next 20 years.”

The canmaking business has seen a lot of positive changes over the last 20 years, especially those of late, including the evolution of the beverage can from a “premium package” to a “preferred package” – a key trend identified by Latamcan (the Latin American Canmakers Conference). Director Raúl



Martinez also pinpoints the rising popularity of canned food in family home kitchens and the introduction of new, more efficient technologies to help can plants reduce their environmental impact. Some of the biggest achievements to date, he notes, have been the reduction of the thickness of metal in both cans and ends, using less metal, recycling more water and metal, and reducing energy consumption.

Speaking of some of the challenges affecting the industry, Raúl explains: "Canmakers have had to comply with strict environmental regulations, and



**RÁUL MARTÍNEZ**

the market seems to shift more rapidly than anticipated. This was especially true during and post-pandemic times. Canmakers around the world had to adapt to the huge increase in consumption of cans during the lockdown period, adding new canning lines to their facilities. The market for new drinks in cans is stabilising, with fillers dedicating most of their efforts to the key products in their portfolios."

The pandemic also presented new logistics challenges, which called for extra efforts to ensure metal and consumables were available to keep can plants running. "This is still a huge issue today, and fortunately, both canmaking companies and metal suppliers are working together to guarantee consumers have access to their preferred beverages and canned food," says Raúl. "Looking ahead to the next 20 years, I predict that we will see a shift in the way cans are printed, as well as the possibility of new can sizes for different drinks," he adds. "Latamcan wishes to congratulate the Canmaking News team on these first 20 years of informing all of us of the most important issues faced by our industry. Keep up the great work!"

The ebbs and flows of the global shipping industry have historically had a direct impact on the supply chains of many sectors - metal packaging being no exception. The last two years have been exceptionally volatile due to the Covid-19 pandemic and changing global socioeconomic and political conditions. Disruptions to the supply chain mainly due to shortages in trucking capacity, port and terminal congestion, fuel price increases, fluctuating freight rates, and a nearly collapsing rail system in the US are resulting in no guarantees of when people will get supplies - and at what price.

Martha Rojas, Renata Juvillar and Bianca Marosi of Good Logistics Group, an award-winning freight forwarder and logistics provider, point out that the combination of these conditions produces an uncertain future for supply chain stability across many industries. However, the shipping industry is finally adapting to this changing environment by implementing new technologies to become more efficient.

Good Logistics has been at the forefront of a robust digital strategy implementation for the past few

years to attain capacity optimisation while reducing its carbon footprint. Technologies like autonomous vehicles, robotics, AI, cloud-based systems, machine learning, internet solutions, blockchain, IoT, extended use of drones and augmented reality are being harnessed to create a safer, more efficient and cost-effective environment to carry out international trade.

With a dramatic increase in globalisation due to modern technology and transportation, businesses today need efficient shipping and logistics services to succeed. "Canmakers and suppliers should ensure the companies they work with have the expertise and global reach through their partners who can offer the best resources available in the industry when handling their shipments," advises Renata Juvillar, Good Logistics' Project Operator & Global Inside Sales. "This expertise would allow the logistics arrangements to run more smoothly, and if any unforeseen circumstances occur, they will have the knowledge to better handle the business and protect customer interests."

Good Logistics believes that industries, including metal packaging, need to adjust for modernisation. "As we

have seen over the past 20 years, there have been many changes to regulatory systems and corporate social responsibility worldwide," states Martha Rojas, Executive Vice President of Sales USA. "These changes, although initially generating difficulty for some companies, truly benefit all parties involved. It allows for cleaner electronic transactions to support paperless environments, stronger efficiencies, reductions in errors, and a reduction in our carbon footprint."

Commenting on 20 years of Canmaking News, Martha, Renata, Bianca and the wider Good Logistics team say: "20 years ago, pioneering woman Janis Osborn had the vision of creating the first of its kind, virtual publication for the canmaking/metal packaging industry. As we celebrate 20 successful years for Canmaking News, we want to thank and congratulate Janis and her team. Well done! It has been a privilege to be a part of this exciting journey. We wish Canmaking News continued success for many more years to come."

The past 20 years have been epitomised by technical innovations in canmaking. This includes, for example, downgaging programs to reduce costs, which led to

an extremely high level of production requirements, but above all market demand for individual products that can support brand messages. This is the view of Jürgen Seel, Vice President of Wallram Group, which manufactures high-precision tooling for the metal packaging industry. "This means being able to map a variety of variants with the corresponding requirements for efficient production," says Jürgen. "Wallram Group reacted to these changes with diversified production by founding subsidiaries in Poland and the USA, also 20 years ago."

Wallram Group's faith in the canmaking business is strong. "Canmakers have shown time and again that they can counteract all crises with a high level of innovation and commitment," states Jürgen. "Take the global economic and financial crisis of 2008/2009, which made many markets unstable. The challenges here were, on the one hand, to counter the crisis with cost-cutting programs and, on the other hand, to have sufficient capacity available for recovery. In the overall metal packaging industry, strategic thinking and belief in the product have been key. Difficult market conditions will not throw us back."



RENATA JUVILLAR, JOANNE WHITTEMORE, SEAMUS JENNINGS, MARTHA ROJAS AND BIANCA MAROSI (L-R)

From a supplier perspective, despite temporary dips, Wallram believes in the growth of the metal packaging industry. This, Jürgen and the team say, will be reinforced by an increasing energy-efficient and climate-neutral orientation of productions. "With this, we can create a product that will successively replace other types of packaging due to its environmentally friendly qualities."

Operating from Minneapolis in the US, Pride Engineering has been fortunate to focus on the 2-piece canmaking industry over the last 20 years. The company's bottom formers, tool packs and grinders continue to evolve to support canmakers' drive to provide a premium package while operating at higher efficiencies.

According to Joshua Holmstadt, Pride's Director of Marketing and Sales, Pride's latest bottom former design has been ideal for producing both standard cans and specialty sizes evolving over the last 10 years. "We have employed advanced materials such as ceramics and composites to significantly reduce maintenance," he says. "Pride's latest Floating Tool Pack design employs a unique die suspension system to deliver the best top wall concentricity with fewer tear offs. The Floating Tool Pack is modular to make it easier to change between standard and specialty can sizes."

The industry has been tasked with taking the cost out of the can and making the can a more attractive sustainable packaging option. Downgaging of material thickness has been essential to both of these goals. "Pride's focus has been on making our



**ARNOLD CAZANDER**

bottom formers and tool packs perform well with the thinner materials," adds Joshua. "The canmaking industry has a bright future supporting the world's drive towards more sustainable solutions and manufacturing processes will continue to evolve to become even more environmentally friendly."

Cazander, a leading supplier to the steel and aluminium packing industry, observes a clear change in attitudes towards used machinery. Managing Director Arnold Cazander explains: "Because of the demand for more sustainability, reuse of machinery has become a prominent trend. Governments, in particular the European Union, are heavily promoting circularity and have already devised legislation in this field."

European Union guidance prescribes that in 2030, half of the raw materials must come from a circular source. This thinking is summarised in the so-called 'R-ladder' of reuse, repair, refurbish, recycle, recover and remanufacture. "The endless recyclability of metal



**JOSHUA HOLMSTADT**

packages - be it aluminium or steel - is a big plus among consumers, especially when you consider the 'Plastic Soup' image depicting the plastic polluting our oceans," says Arnold. "The industry is now more inclined to weigh the total sustainability of its machines as well."

So, what have the past 20 years meant for Cazander? Arnold jokes that he used to refer to his profession as a scrap metal trader and the company as a kind of waste pit for old machinery. Now, 25 years later (Cazander was founded in 1996), this has changed completely. "We have become a dynamic world leader in the field of used canmaking and decorating equipment for the steel and aluminium industry," says Arnold. "Though we are buying and selling globally, our strongest presence as a purchaser is in all countries north of Paris. This has to do with our home base in The Netherlands but also because of the rather rigid maintenance schemes in North European countries, which help older machines retain their value and make them worthy of reinstallation. In the coming decades, we will continue to strengthen our position in this beautiful market and its more than bright future. We notice Canmaking News is doing the same, so congrats to both of us!"

Clearly, the metal packaging industry is entering a new era and Canmaking News is honoured to be a part of it. Thank you for all your support over the last 20 years - and here's to the next 20! We've got some exciting developments on the horizon, which we can't wait to unveil in 2023. Stay tuned!



**WALLRAM GROUP TOOL DEVELOPMENT**

# THANK YOU FOR YOUR KIND MESSAGES

“Congratulations on 20 years of excellence in publishing! This is truly a milestone to be proud of. Your dedication, editorial integrity, and passion for our industry are apparent in the magazines you produce. Here’s to the next 20 years! We wish you the best!” - **Trivium Packaging**

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“Celebrating 20 years on being a valuable resource of industry information is a testament to Canmaking News’ popularity. The IMDPA congratulates Canmaking News on their anniversary and appreciates the support given to our association over the years. Best wishes for continued success with sharing our industry’s news and events.” - **IMDPA**

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“Congratulations to the Canmaking News team for reaching such a significant milestone! We look forward to you keeping us informed as the industry evolves over the next 20 years.” - **Pride**

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“Our industry is blessed to have such an amazing source of information provided to us. With the ever-changing market, Canmaking News provides insight to what is happening around the globe.” - **Stolle Machinery Co**

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“During the past 20 years, Janis and her team have always been available to support us and the industry generally at every opportunity. I wish them all the best for the next 20 years!” - **SLAC**

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“Canmaking News has been a reliable and committed companion over the past 20 years, networking the metal packaging industry on the one hand, and supporting our great product together with canmakers and suppliers on the other. We congratulate you on your anniversary and wish you all the best for the future!” - **Wallram Group**

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“METPACK, the world’s leading trade fair for the metal packaging industry, would like to congratulate Canmaking News on its 20th anniversary. As one of the leading trade media, Canmaking News has been an important partner and supporter for METPACK for many years. We have a long, fruitful and close cooperation, which we intend to maintain for many more years.” - **METPACK**

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“Congratulations to the Canmaking News team! I always look forward to receiving the Canmaking News Weekly Update in my email – nothing keeps me better informed and up-to-date with the industry. There has been a myriad of changes in the canmaking industry and it seems like every week there’s another expansion or new plant being announced. Keep up the good work and best wishes for achieving your next milestone.” - **Bunting Magnetics Co**

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“Congratulation on your anniversary. You can be proud to have been successful in this market for such a long time.” - **Koenig & Bauer MetalPrint**

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# REDEFINING THE STANDARD



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# JANUARY 2022

## Aluminium production carbon footprint drops in North America

**According to a new third-party critical-reviewed life cycle assessment (LCA) report developed by the Aluminum Association in cooperation with Chicago-based sustainability consultancy Sphera, the energy and carbon impact of aluminium production in North America has dropped to its lowest point in history.**

Since 1991, the carbon footprint of primary aluminium production declined by 49% while recycled aluminium production's carbon footprint declined by 60%. The energy needed to produce primary and recycled (secondary) aluminium has been reduced by 27% and 49%, respectively, and between 2010 and 2016 alone, the carbon footprint of aluminium production (primary and secondary) declined between 5% and 21%.

According to the report, Environmental Footprint of Semi-Fabricated Aluminium Products in North America, aluminium produced in North America, which relies heavily on renewable hydropower, is among the cleanest in the world.

The report highlights that primary and recycled aluminium production represents the largest element of the



industry's environmental impact for product manufacturing and has improved substantially in recent years. The impact of semi-fabricated aluminium production also has improved.

Technological advancements such as manufacturing process controls, efficiency improvements from economies of scale, the phasing out of old smelting technologies and the replacement of coal-fired for renewable electricity in smelting have contributed to this trend.

Recycled aluminium's smaller carbon footprint can be attributed primarily to process efficiency improvement, the study states, including the improved efficiency of furnaces. Scrap feedstock quality also has improved because of better sorting and better pre-treatment of scrap.

Making recycled aluminium is 94% less carbon-intensive than making primary aluminium. Moreover, increasing the aluminium recycling rate by 1% can reduce the overall product carbon footprint by 80 kilograms of CO2 equivalent per 1,000 kilograms of aluminium produced, according to the report.

However, more than 1 million tons of aluminium end up in landfills annually in North America. The Aluminum Association says it is committed to increasing aluminium recycling rates and is working to accomplish this goal, including advocating for new investment in recycling infrastructure and other policy changes to incentivise the increased collection and capture of used aluminium.

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

## Monster Beverage acquires CANarchy Breweries

**Energy drinks maker Monster Beverage is entering the alcoholic drinks market through a \$330 million deal for craft beer and hard seltzer producer CANarchy Craft Brewery Collective LLC.**

Monster, whose biggest shareholder is Coca-Cola, currently develops and markets energy drinks brands like Monster Energy, Burn Energy Drink and Full Throttle Energy Drink. With seven manufacturing locations and 900 employees, CANarchy supplies craft

beverages throughout the United States and 20 countries and US territories.

The deal will see Monster add craft beer brands Cigar City, Oskar Blues, Deep Ellum, Perrin Brewing, Squatters and Wasatch to its portfolio but will exclude CANarchy's restaurants.

Co-chief Executive Officer Hilton Schlosberg said: "The acquisition will provide us with a fully in-place infrastructure, including people, distribution and licenses, along with

alcoholic beverage development expertise and manufacturing capabilities in this industry."

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



## AMETEK joins forces with Sensory Analytics

**AMETEK Surface Vision has partnered with Sensory Analytics, the source for innovative SpecMetrix Systems, with the aim to provide customers with significant cost savings, as well as improved quality and production.**

AMETEK Surface Vision delivers robust, flexible solutions for continuous production processes across multiple industries through its advanced SmartView and SmartAdvisor systems for monitoring and inspecting webs and surfaces.

Sensory Analytics has become a global leader through its transformative ROI and EXR technologies for real-time coating thickness and film layer

measurement, used to power its SpecMetrix in-line systems, off-line QA solutions and flexible OEM units.

In partnering, the companies hope to provide significant benefits to global coil coating, converting and packaging leaders who process flat-profile products. These include providing a combination of best-in-class solutions for in-process thickness measurement, as well as surface detection and classification.

AMETEK Surface Vision and Sensory Analytics will now work together to develop new offerings that will provide customers with higher levels of data aggregation for the products they



produce to maintain compliance with end-market requirements. This will enable them to understand processing performance and identify optimisation opportunities.

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

## Simmons foods plans \$100m expansion in Arkansas

**Simmons Foods has announced plans for a \$100 million expansion of its prepared foods operation located at 2101 Twin Circle Drive in Van Buren, AR.**

According to Joel Sappenfield, President of Simmons Prepared Foods, the investment will create 100 new jobs, including highly-skilled positions to support robotics and automation processes. The expansion will also support growth in the local economy and assist in meeting market demand for one of the fastest-growing segments of the business - cooked products.

The project will add 65,000 square feet to the existing plant to make way for two new highly automated production and packaging lines. The plans also include enhanced interior spaces for team members and improved traffic flow in and around the site.

The company expects to have production online by the first quarter of 2023. Nabholz Construction will serve as the general contractor on the build.

Sappenfield said: "We're excited to build on our success in the region. Our River Valley team is an important part of our company's total operations. We have three production locations here in the River Valley, as well as a Hiring Center and a Simmons Care Clinic dedicated to providing medical care with no added co-pays exclusively for our team members and their covered dependents."

Simmons currently employs approximately 600 full-time team members at this location. The operation consists of three production lines, producing approximately 110 million pounds of fully cooked, premium chicken products annually. The expansion will increase annual production capacity by approximately 100 million pounds.

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



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SLAC is the most comprehensive and dependable supplier of can and end lines from Asia to America. SLAC's recently expanded product offerings combine the experience of industry leaders OKL, Intercan and Corima to deliver complete sets of high-speed easy open end (EOE) systems, can production equipment, image detection systems, and expert research, design, and assembly. With more than 500 combined years of canmaking industry experience, SLAC delivers a total commitment to quality and service for clients around the world.



# FEBRUARY 2022

## Trivium to expand aerosol can production in US and Brazil

**TRIVIUM**  
PACKAGING



**Trivium Packaging will invest \$40 million in new assets at two of its manufacturing plants to expand the production of aluminium aerosol cans and beverage bottles.**

New lines will be installed in the Youngstown, Ohio and Itupeva, Brazil facilities, adding new capabilities and significantly growing capacity in 2023.

Trivium said the initiative is a direct result of long-term commitments from standing customers in the aerosol and beverage markets - companies that understand the potential of metal packaging and share in Trivium's sustainability mission.

Jens Irion, Trivium's America President, said: "This \$40 million expansion of production in our Youngstown and Itupeva facilities will help us, and our customers, meet the fast-growing demand in the aerosol and beverage market for infinitely recyclable cans and bottles.

"Trivium's sustainability standards play a vital role in the future of our planet, and we are incredibly grateful to have

lasting partners who contribute to a circular economy by committing to the use of 100% recyclable aluminium materials."

Trivium's Itupeva and Youngstown facilities are two of the three Trivium facilities in the Americas that produce aerosol cans and aluminium bottles. The company also produces aerosol and beverage packaging in Europe, recently investing to expand its offering in the beverage market specifically. Trivium has seen increased demand for its sustainable metal packaging solutions in this sector as companies realise the benefits of the aluminium container.

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

## Novelis to invest \$50m to build recycling centre in South Korea

**US-based aluminium rolling and recycling company Novelis has revealed plans to develop a facility in South Korea with an investment of around \$50 million. The recycling and casting centre will be built at the company's Ulsan Aluminium joint venture, fully funded by Novelis.**

The Ulsan Recycling Centre will have a maximum annual casting capacity of 100,000t of low-carbon sheet ingot. The facility is expected to reduce the company's carbon emissions by more than 420,000tpa.

Commissioning of the new facility is expected in early 2024. The Ulsan



Recycling Centre will complement Novelis' existing aluminium recycling centre in Yeongju, South Korea, which is claimed to be the largest in Asia.

The company also owns an aluminium recycling centre in Nachterstedt, Germany and recently announced plans to develop a recycling centre in Guthrie, Kentucky.

Novelis' Senior Vice President, Chief Strategy and Sustainability Officer Pierre Labat said: "This latest capital investment in recycling is another example of our company purpose of 'Shaping a Sustainable World Together' in action.

"I am excited by the actions Novelis is taking to increase aluminium recycling worldwide and the benefits this will have for our customers and in making aluminium the preferred material for all the markets Novelis serves."

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

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## Tom Giddings appointed Alupro's Executive Director

**Aluminium packaging recycling organisation Alupro has announced the appointment of Tom Giddings as Executive Director, who previously held the role of Interim General Manager.**

As Executive Director, Tom will be responsible for leading Alupro as it works to fulfil the industry's obligation to meet and exceed recycling targets for aluminium packaging. He will act as the independent voice of the industry



on issues of government policy and legislative development and will also spearhead Alupro's 'Every Can Count's and 'MetalMatters' consumer education programmes.

Having joined Alupro in June 2020 as Sustainability and Public Affairs Manager, Tom has firmly positioned himself as a driving force within the sector. Prior to joining Alupro, he held the role of Sustainability Data and Reporting Manager at international packaging provider DS Smith, where he was responsible for the continuous improvement of sustainability initiatives.

Commenting on his new role, Tom said: "Taking up the position of Executive Director at such a pivotal time for the industry is incredibly exciting. The opportunities ahead are significant and I'm looking forward to building on

excellent progress to drive even higher aluminium packaging recycling rates in the future.

"Alongside acting as the independent voice of the industry, a key focus of my role will include sharing Alupro's expertise and working to further stimulate the UK's collection infrastructure. Inspiring collaboration across value chains and sectors is key to achieving this goal and will prove pivotal in both seizing opportunities and tackling recycling challenges head-on.

"I'm committed to promoting the benefits of aluminium packaging and celebrating its role within a sustainable, circular, low-carbon future. With enviable properties and infinite recyclability, aluminium will remain at the forefront of the packaging industry for years to come."

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

## Princes launches first range of plant-based canned ready meals

**Princes has launched its first plant-based range of canned ready meals to answer the ever-growing demand for easy, affordable, delicious vegan options.**



The range comes in four flavours - Lentil & Mushroom Bolognese, Mexican Mixed Bean Chilli, Vegetable Green Thai Curry and Chunky Mixed Veg Curry in 392g sizes.

The new range, currently available in Morrisons and B&M in the UK, launched as Princes continues to see demand for canned food grow, with younger shoppers looking for vegetarian and vegan options, which are also convenient to make and taste great. At the peak of the pandemic, 3.7 million new shoppers tried canned ready

meals, with many looking for vegetarian options.

Dean Towey, Commercial Director for Food at Princes, said: "This new range of vegan canned ready meals answers demand from shoppers who love canned food and want even more variety.

"Princes' plant-based ready meals aim to show that eating vegan food doesn't have to be expensive, time-consuming or difficult. We hope these new products will help even more people incorporate delicious vegan meals into their repertoire."

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

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# CLOSING THE LOOP

Karen McKenzie looks at the recent aluminium can recovery grant roll-out by the Can Manufacturers Institute in the USA - one step closer to reaching ambitious new recycling targets with funding from Ardagh and Crown

**When we look to the population for commitment to the recycling initiative, we need to teach them not just to look but also to see and question. Once we have done this successfully, we must have the infrastructure in place to complete the sustainability loop.**

In 2018, I was staying in a hotel, and as part of one of the major hotel groups found everywhere, it wasn't surprising that they had embraced the sustainability wave surging across the world. Strategically placed around the premises were the best recycling bins I had come across in any establishment, let alone a hotel. Divided into sections for paper, plastic and cans, the onus was on hotel guests to do the right thing. It appeared to be working - guests seemed to accept this responsibility willingly, and why not?

Closed-loop recycling was the undoubted feel-good refrain of the sustainability anthem and, whether guests were environmentally conscious or not, it was easy; no effort was required to do the right thing. Convenience with a feel-good

factor, a winning combination, or so you would think?

So taken by this initiative, I even took photos of the bins (I know, it is hard to believe that as recently as 2018 this was a big deal, but it was) and at dinner on the final evening of my stay, I mentioned to the bar manager how impressed I was. Crushing my enthusiasm, she looked me straight in the eye and said, "Oh, this hotel doesn't recycle anything, it all goes in the skips out the back. Those bins are just for show." A disgruntled employee with an axe to grind or an eco-warrior blowing the whistle? Leaving early the next morning, I didn't have the opportunity to verify what she claimed was true. Either way, the bigger question was whether this was an isolated situation or an issue endemic across the world.

On returning home to Australia, a documentary was popular on television called *War on Waste*, and a definitive trait unfolded: greenwashing. In this instance, supermarkets garnered business based on their sustainability direction. As

tracking monitors were placed in bags put into recycling bins, it became evident that these were taken directly to landfill. It would appear my awakening in the hotel was not an isolated incident.

Fast forward four years to 2022, and the recycling landscape has changed dramatically. As corporations strive to demonstrate ethical and sustainable business practices for consumer satisfaction or to meet government or industry mandates, greenwashing is not an acceptable business strategy. It is doubtful that the hotel in question still puts "everything in the skips out the back".

Although we have come a long way in our recycling endeavours, millions of used beverage cans (UBCs) are still lost every year. A study conducted by Gershman, Brickner & Bratton for the Can Manufacturers Institute (CMI) in 2020 revealed that in the United States alone, of those that make it to a material recovery facility (MRF), up to 25% of UBCs are missorted and end up in landfill.



The study further found that unless significant changes were made that would ultimately affect the cost of recycling to consumers, most MRFs in America would not be financially viable to operate without the income from aluminium beverage cans. The relatively high value of the UBCs makes them essential for a cost-effective, efficient recycling system. As stated by Jon Powell, Vice President at Closed Loop Partners, "Closing the loop on valuable materials, like aluminium, is a critical part of building a more circular economy". This is further exemplified by the shortages of high-grade aluminium today caused by the difficulties in Mg and Mn supply, as well as the high market growth in all industries.

The study highlighted the environmental and economic need to capture these lost cans and, at the end of 2020, The Can Manufacturers Institute announced an aluminium beverage can capture grant program funded by Ardagh Group and Crown Holdings. The Recycling Partnership was brought on board in a strategic role to help evaluate and select the grantees, execute the grant program, and provide technical assistance to ensure successful implementation. Since then, five recycling facilities have been awarded grants to fund equipment or process improvement activities to ensure used

beverage cans are accurately sorted and recycled.

The environmental and economic impact of recovering and recycling these UBCs is significant. According to the CMI and The Recycling Partnership, the equipment installed from the five grants will result in an additional 71 million aluminium cans recycled every year, the impact of which is more than \$1.15 million in revenue for the US recycling system and energy savings that could power more than 28 million US homes for one hour.

The recipients of the grants were the City of Milwaukee and Waukesha County, WI; Curbside Management, Asheville, NC; GEL Recycling, Port Orange, FL; Independent Texas Recyclers, Houston, TX; and Rivers Recycling in Kilgore, TX.

It is expected that the grant results will encourage more MRFs to invest in additional can capture equipment. An average MRF in a state without a container deposit law may be missing out on approximately US \$297,500 per year. Scott Breen, Vice President of Sustainability at CMI, states: "Many MRF operators are likely unaware of the true amount of losses they are incurring". As the grant program demonstrates the efficiency of can capture equipment, such as eddy currents, robots and other

equipment or process improvements, more MRFs can witness the financial benefit of investing in the equipment. Data from the CMI indicates that the additional revenue from the capture of missorted cans would cover the cost of the machinery in a short period.

Last year, the CMI and its members, which include can manufacturers and their suppliers, announced ambitious US recycling rate targets starting with a 70% recycling rate by 2030. This is a big leap from the used beverage can recycling rate of 45% in 2020. Even higher recycling targets of 80% by 2040 and 90% by 2050 have been announced, demonstrating the industry's commitment to maintaining the reputation of the aluminium beverage can as the most sustainable packaging on the market. It is well documented that the aluminium from a can, when properly captured and recycled, can be back on the shelf as a new can in as little as 60 days. With the current worldwide demand for aluminium far exceeding supply, the capture of all UBCs is more crucial than ever and will only serve to strengthen the domestic aluminium supply chain.

The grant program is just one part of a four-pillar strategy devised by the Can Manufacturers Institute to ensure the industry's success in achieving each stage of the recycling targets. Taking the four pillars of sustainability, they have adapted each pillar to support their ambitious goals.



**KAREN MCKENZIE**



# THE CRAFT BREWERS SUPPORTING UKRAINIAN BREWERIES

Canmaking News examines the craft breweries supporting the fight for Ukraine following Russia's invasion

**Following Russia's invasion of Ukraine, Lviv Brewery owner Yuri Zastavny described how his team at the Pravda Beer Theatre was hand-bottling Molotov cocktails that day. "It's a very special bottling. We'll bottle beer later," he said. The brewery then posted a picture on Instagram of bottles with cloth coming out of the opening that quickly became international news and a symbol of the determination with which Ukrainians were defending their homeland.**

It also served as a call to action among the global brewing community, who saw their colleagues working under the most difficult of circumstances and wanted to help in whatever way they could. Many breweries sprung into immediate action, creating and releasing beverages with proceeds going to relief efforts.

## **From Molotov cocktails to craft brewing**

As a way to raise money for humanitarian efforts, Zastavny



provided four of his beer recipes to microbreweries around the world, asking them to brew and sell his product. "I'm very thankful for international brewers to stand side-by-side with Ukraine by doing what they do," Zastavny said.

Danny O'Hearn, the owner of Nine Locks Brewery in Dartmouth, Nova Scotia, was one of the estimated 500 brewers around the globe to take up the cause and brew the beer using the recipe from Zastavny. The beer will sell for \$7.50 a

can, with all the proceeds going to help people in Ukraine. "We made 20 barrels so we should be looking at somewhere around the 4,500 range," O'Hearn explained.

Pravda Beer Theatre is now back to brewing beer as the violence continues. "You may think it's not the best time to brew beer, but actually it is because brewing is like marriage or giving birth to a child - it's an act of hope. That's what we do - we brew beer now and we hope that we will drink our batches that we brewed in the last couple weeks in a country that has already won the war," Zastavny said.

## **Partnering with UK brewers**

Elsewhere, a microbrewery in Hemel Hempstead in the UK has teamed up with another brewery in Ukraine to raise funds for the ongoing humanitarian crisis in the country. Proceeds from 'Stout Resistance' - a special milk stout - will be donated to Ukrainian charities. Pope's Yard in Apsley has created the

beer from a recipe provided by CastleHill Brewery in Ukraine.

Co-founder of the microbrewery Barbara Leenen and her partner Geoff Latham visited a brewery in the western city of Lviv, CastleHill during a trip to the country in June 2019. After their visit, Barbara and Geoff stayed in touch with CastleHill owner Andrew Didukh via social media and reached out to him when the conflict began. The milk stout launched on April 8 at Creative Juices Brewing Company, with all proceeds going to charities aiding those who are living amid the fighting.

### Worldwide requests for Ukrainian beer



Six years ago, Lakefront Brewery became the first craft brewer in the USA to sell its beer in Ukraine. That's thanks in part to the work of export manager Andy Jungwirth, who has worked to build relationships with Ukrainian breweries. This included Pravda Brewery. Throughout 2022, Lakefront has been raising money for Ukrainian refugees with its own crowlers, created in homage to Pravda's signature brew.

Jungwirth explained that the Ukrainian people and businesses he's built relationships with are ready to fight and will do anything to defend their country. "Ukraine is a modern European country. They're really passionate people and very knowledgeable. They know more about the trends and craft beer in America than I do. In some cases, they're funny, fun-loving, just amazing people," he said.

Jungwirth recounted that after Lakefront Brewery announced it would sell beers recreated after Pravda Brewery's beverage, people all over the world reached out to support and buy the product. The funds raised will go to

the National Bank of Ukraine, which has a fundraising account for humanitarian assistance to Ukrainians affected by Russia's aggression.

Jungwirth said: "I'm hoping in the future we can brew a specific brew and then send it out to the market because I've got a lot of requests from all over Milwaukee, as well as the world, to be able to buy this beer."

### Making a statement with packaging



Three creative teams from across the craft brewing industry have come together to launch a special world peace campaign that spreads a universal message of hope through, of all things, beer labels! "Make Peace Not War" is a customisable beer label design that local craft breweries can adopt for use with their own beverages while raising much-needed funds for Ukraine relief efforts. The unique campaign is a collaborative effort between EGC Group's Craft Beverage Division, First Sip Brew Box, and Hoot Design Studio.

Craft breweries have been invited to customise the "Make Peace Not War" label template, a design conceived and produced by Jen Borrer, an award-winning illustration artist and graphic designer who solely owns Hoot Design Studio in York, PA in the United States. Brewers are invited to add the name of the beer, logo and beer style to the label and then distribute their product as a special limited-edition selection.

"I felt so helpless sitting on my couch the day after Russia invaded Ukraine," explained Jen Borrer, who came up with the idea for the campaign. "I knew I had to do something, so I posted a design to my Instagram account and the response

was tremendous and encouraging. From there, it just took off."

Temporary use of the copyrighted label is entirely free. Since this is a no-recipe collaboration, breweries can use the label art on any of their existing brews and are able to add their logo and beer name. All the campaign organisers have asked is that the craft brewery that uses the design donates at least 10% of their sales proceeds from the "Make Peace Not War" beer to a charity that's providing relief to those affected by the crisis in Ukraine.

Dennis and Sammie Guy, Co-founders of First Sip Brew Box, a monthly subscription box for the ultimate craft beer enthusiasts, saw Jen Borrer's label art and wanted to get involved. "Inspired by Jen's label, we designed an exclusive "Make Peace Not War" First Sip Brew Box," said Dennis Guy. "It's a limited edition run for those beer lovers who want to support the cause even further."

Jackie DiBella-Curry, Account Manager of EGC Group's Craft Beverage Division and Co-founder of the Craft Beer Marketing Awards, also saw the power and impact the beer label could have and got to work promoting the campaign to the organisation's network of craft breweries.

"Beer has the power to bring people together," said Jackie. "And while beer and art might not be able to save the world, we're hoping breweries small and large will join forces and use this label to raise awareness about the importance of peace in our lives."



JANIS OSBORN

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# MARCH 2022

## Thyssenkrupp Rasselstein launches 'world's first' food can made of CO<sub>2</sub>-reduced Bluemint Steel

**German tinplate manufacturer Thyssenkrupp Rasselstein and Swiss companies Hoffmann Neopac and Ricola have joined forces to launch what is being described as the world's first food can made of CO<sub>2</sub>-reduced Bluemint Steel, thus making packaging even more sustainable.**



Up until now, the food can made of packaging steel has already stood out with recyclability of almost 100% and closed recycling cycles. Now, a novel manufacturing process saves a considerable amount of CO<sub>2</sub>.

In the joint project, Thyssenkrupp Rasselstein supplies the CO<sub>2</sub>-reduced packaging steel, Hoffmann Neopac produces and prints the cans using solar power, and Ricola relies on energy from renewable sources for the production and filling of their herbal drops.

Thyssenkrupp Rasselstein produced tinplate from Bluemint Steel for the first time. In the process of steel production,

so-called HBI was used, (i.e., already reduced sponge iron). This reduces the use of coal for the reduction process in the blast furnace. The result is a real and globally effective reduction in CO<sub>2</sub> emissions.

"This project is an important step towards achieving our climate targets," said Dr Peter Biele, CEO of Thyssenkrupp Rasselstein. "Thyssenkrupp Steel Europe has pledged to be completely climate neutral by 2045. We are pleased to have found partners in these two companies working with us on climate-friendly products."

[www.thyssenkrupp-steel.com](http://www.thyssenkrupp-steel.com)

## UK's Curious Brewery invests in new A line

**AKent-based Curious Brewery has made further substantial investment into its brewery in Ashford, with the first bottles now coming off the recently installed state-of-the-art bottling line.**

The £4 million bottling line, which has received its SALSA accreditation, enabling the brewery to supply major on and off-trade retailers, will package the full range of Curious premium products, including Curious Lager Brew, Curious Session IPA, Curious Apple Cider, Curious Porter and the newly-launched Curious Pilsner.

A new canning line will supplement the new bottling facilities, allowing Curious Brewery to control all aspects of the production and product quality in-house, from brewing through to the finished packaged product.

Simon George, MD of Curious Brewery said: "2022 has got off to a fantastic start with our latest product launch, Curious

Pilsner, which is already proving a hit with our customers. The considerable investment in our SALSA-accredited packaging facilities also demonstrates our further commitment to the future of the Curious Brewery as we continue to grow this business."

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



## Novelis Korea reaches recycling milestone

**Novelis has achieved a record of recycling two million tons of aluminium cans at its recycling centre in Yeongju, Korea. This means that the centre has recycled a total of 133.3 billion aluminium cans since it began operations in 2012.**

Recycling this number of cans has prevented 20 million tons of carbon emissions, which is equivalent to annually planting 340 million trees.

The Yeongju Recycling Center has established a closed-loop recycling system that recycles used aluminium cans into new ones in as little as 60 days. It has the largest aluminium can recycling capacity in Asia.

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



## Ball partners with Brazilian Brewer to promote female empowerment

**Às Mulheres, a special beer produced by a team of 100% women and promoted by Ball, Masterpiece and Mafia breweries, hit the market in Brazil to celebrate International Women's Day on 8th March.**

Women were instrumental in every stage of the development, from the yeast to the filling in the can, the communications campaign and the production of the exclusive recipe in the Saison style.

The idea for the partnership came from the female affinity group at Ball, which has been working to increase the presence and role of women within the organisation in South America. To help redefine a culturally masculine drink,

the Masterpiece and Mafia team was brought into the partnership.

According to a recent discovery by British historian and sommelière Jane Peyton, beer was a female invention and, until less than two centuries ago, its production was a task for women. It is with this in mind that the artist Pri Barbosa designed the label, representing resistance and feminine strength, in combination with the beer itself, which has an "intense and delicate flavour".

A team made up of about 20 women at Ball took care of the entire production of the can. At the Extrema (MG) plant, technicians, operators, analysts, supervisors, and inspectors, among other functions, were responsible for

the sustainable packaging that carries the product.

With this, both teams honour women by bringing to the market a refreshing, golden beer with the aroma of yellow fruits, bottled in the most environmentally-friendly packaging.

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



## Atlantic Natural Foods debuts new canned plant-based food

**Atlantic Natural Foods has announced several innovations, including the first-ever canned "Chik'n" product under the Loma Linda brand.**

Chik'n is designed for people looking for delicious, plant-based alternatives to enhance a healthy lifestyle. For audiences whose food is as much culture as lifestyle, the new product - 100% vegan and decidedly cluck,



chick & cock-free - is available in three varieties: Loma Linda Chik'n in Broth, Loma Linda Chik'n BBQ and Loma Linda Chik'n Buffalo.

The expansion of the company's popular plant-based products comes amid shortages and rising prices for both animal and plant-based proteins, resulting from continued supply chain issues and worker shortages.

Kelly Krause, EVP, Chief Innovation Officer at Atlantic Natural Foods, said: "The collapse of the global supply chain, which started more than two years ago, restricted food creation and impacted

go-to-market strategies that forever changed shopping patterns.

"Alternatives to support our traditional food supply are necessary to provide more sustainable nutrition options on a global scale, so we're excited to bring our Chik'n to market quickly in support of these efforts.

"With chicken being among one of the most consumed meats in the world, this shelf-stable protein is the perfect addition to your pantry, available at an affordable price that fits all lifestyles."

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

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IN CONVERSATION

# APRIL 2022

## Tubex acquires Hungarian packaging manufacturer

**Tubex has acquired Hungarian packaging manufacturer Mátrametál Kft, which has 60 years of experience in producing aluminium aerosol cans and aluminium tubes.**



Dr Cornelius Grupp, Managing Director of TUBEX Holding GmbH, said: "The acquisition of Mátrametál complements the strategic orientation of the TUBEX Group in terms of location, customers and market."

TUBEX has been a packaging specialist for aluminium aerosol cans, aluminium tubes, aluminium cartridges and plastic tubes for the cosmetics, pharmaceutical, food and technology markets for over

70 years. Moving forward, the seven production sites of TUBEX will have a capacity of 700 million aerosol cans and 1.6 billion aluminium tubes with a staff of more than 1,700 people.

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

## AMP submits plans to build \$200m beverage can plant in Northern Ireland

**Ardagh Metal Packaging (AMP) has filed a full planning application to construct a new \$200 million beverage can plant in Northern Ireland.**



The facility, which will be located at Global Point Newtownabbey, close to Belfast, is expected to help AMP meet the requirements of its beverage clients in Ireland, the UK and Europe.

AMP has said the plant will spread across 40,000m near key local customers, including Diageo and Coca-Cola (Hellenic Bottling Company).

The new manufacturing facility is expected to generate 160 direct jobs on-site, along with additional 30 jobs indirectly through associated suppliers and associated businesses.

According to the company, metal cans are an important part of the circular economy and will help to meet the sustainable targets of AMP clients.

AMP Europe CEO David Spratt said: "We are pleased to have achieved another milestone towards delivering an operational plant in 2023 and will continue to work closely with Antrim and Newtownabbey Borough Council and statutory consultees to achieve planning permission in the coming months.

"Our investment will deliver almost 200 new jobs to Northern Ireland and will bring significant long-term skilled employment opportunities to the area.

"We are grateful for the constructive and positive pre-application consultation with local neighbours and elected representatives.

"AMP looks forward to working closely and collaboratively with them in support of employment and education programmes later this year, once planning permission has been granted and construction can begin."

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

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## Iconic SPAM brand 'more popular than ever'



**According to the team behind the SPAM brand, loyal fans in every corner of the globe serving up the versatile, protein-packed delicacy as a SPAM burger, on top of fried rice, in a taco and every tasty way in between.**

With seven consecutive years of record sales under its belt, the SPAM brand is showing up in some of America's trendiest eateries and serving as the darling of a time-honoured Hawaii

festival finally back in full post-pandemic swing. And this popularity doesn't even include the affection the brand gets for its integral role in World War II for filling the bellies of Allied troops overseas.

Jennesa Kinscher, Senior Brand Manager of the SPAM brand, said: "From people getting inked with SPAM tattoos and finding the brand on fine-dining menus to tens of thousands of fans hitting the beaches and restaurants in Hawaii for the Waikiki SPAM JAM festival, the SPAM brand has some of the most ardent fans you'll find anywhere.

"The world can't get enough of the unforgettable taste and infinite meal

possibilities contained in this little blue can. It truly is the food of the past, present and future."

Loyal fans have many stories illustrating their connections to the brand - from recipes passed down from generation to generation for family get-togethers to memories of dining on the storied product during military service.

The SPAM brand is even a staple in wilderness firefighting and has a life-and-death bond with smokejumpers, specially trained firefighters who parachute into some of the most challenging wildfires in the United States.

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

## Alcoa advances sustainably with recycled aluminium produced using renewable energy

**Alcoa has announced its intention to "reinvent the aluminium industry". In some cases, that means transformative innovation that will fundamentally change the way aluminium is produced in the future. In other cases, it means important upgrades that can help advance sustainably today - the most recent example being the company's Mosjøen smelter.**

Nestled between mountain and sea in northern Norway, the site now boasts Alcoa's largest investment in recycling infrastructure. There, the firm has completed the installation of a new furnace that uses renewable energy to recycle scrap aluminium, saving energy and unlocking the infinite recyclability of the metal.

The project stems from a collaboration between Alcoa and MMG Aluminium, a Germany-based metals trading company that supplies Mosjøen with clean aluminium chips and shavings that have been compressed into briquettes.

The induction furnace efficiently melts those briquettes and then pours out the recycled aluminium for blending with the smelter's low-carbon aluminium and various alloying materials, depending on the end-use applications. Once cast into new shapes and sizes, the recycled metal can be used for anything from beverage cans to electric cars.

Mosjøen's induction furnace runs on electricity sourced from wind and hydropower, and uses alternating current that runs through a resisting coil, creating heat. That heat melts the scrap and any impurities are removed before pure aluminium is poured off via the furnace's tilting mechanism.

By melting aluminium through renewable-powered induction, approximately 4,400 metric tons of carbon dioxide emissions per year are avoided. Since the scrap being recycled has a reduced footprint across its life cycle, the total carbon footprint of the melted product is reduced dramatically.

The closed-loop induction furnace is just one of many methods Alcoa is advancing

to produce low-carbon solutions, which includes the company's technology roadmap for the future and the existing Sustana line of products that can help customers reduce their carbon footprint.

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



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# FOUR PILLARS OF ACTION FOR METAL PACKAGERS

Karen McKenzie caught up with Scott Breen, Vice President of Sustainability at the Can Manufacturers Institute, to discuss the broader Four-Pillar Initiative to aid the industry in reaching ambitious new recycling rate targets

**For many years, the Canmaking industry has been proclaiming loudly about the infinite recyclability of the beverage can, but is this enough? The fact that a used beverage can (UBC) can be recycled and back on the shelf within 60 days loses impact when it is revealed how many cans are incorrectly disposed of and, as a result, end up in landfill.**

Imagine a scenario where recycling rates could jump in ten years from 45% to 70%, then ten years later a further jump to 80%. Try to picture that in thirty years, recycling rates could double, and by 2050, the metal packaging industry could see recycling rates of 90%.

These goals are no longer a dream; these are actual targets announced in November 2021 by The Can Manufacturers Institute (CMI). CMI members supporting the targets include aluminium can sheet suppliers

Constellium, Kaiser Aluminium, Novelis and Tri-Arrows Aluminium, along with aluminium beverage can manufacturers Crown Holdings, Ardagh Metal Packaging, Canpack and Envases.

The environmental and economic impact of missorted UBCs being captured and recycled is significant. If the aluminium beverage can recycling rate had been 70% in 2020, instead of 45%, there would have been around 25.6 billion more cans recycled, which would have generated more than \$400 million in revenue for the US recycling system and resulted in energy savings that could power more than 1 million US homes for an entire year.

When The Can Manufacturers Institute formulated these new recycling targets, they knew that such ambitious goals would need to be supported by solid groundwork. On this basis, the CMI devised four pillars of action as the firm

foundations needed to support changes in both industry and consumer behaviour.

The four pillars of action, carefully devised by the CMI, are as follows:

1. Catalyse the passage and implementation of well-designed deposit systems at the state and federal levels
2. Increase and improve household and away-from-home recycling
3. Ensure that more cans are properly sorted at recycling centres
4. Increase consumer understanding on the importance of aluminium can recycling and the ability to collect and sell used beverage cans for cash

The cornerstone of the plan is the first pillar - Catalyse the passage and implementation of well-designed deposit

systems at the state and federal levels. It is undisputed that deposit systems lead to higher recycling rates. According to the Container Recycling Institute, in 2019, in the ten states with deposit systems, recycling rates for aluminium cans reached 77%, whereas national recovery rates sat at a pitiful 36%.

According to Scott Breen, Vice President of Sustainability at the CMI, about 40% of the UBCs that the industry gets back for recycling come from the ten deposit states. With this in mind, the CMI joined forces with Reloop North America and the US Public Interest Research Group (US PIRG) to promote a well-designed and efficient national deposit system.



A joint statement was issued in September 2021 with the PET and Glass Bottle Industries, making it clear that the three leading beverage container types agree in their support of a well-designed deposit system. The statement also identified the critical elements required for a successful system, including:

- Easy and convenient redemption for consumers
- Unredeemed deposit money to be used to enhance the recycling system
- One private stewardship organisation to manage the system
- Appropriate deposit amounts
- Inclusion of all beverage types and containers
- Clear deposit labelling on containers

The road to this point has not been easy. Historically, resistance to deposit schemes has come from many organisations within the industry. However, in recent years, there has been a shift in this attitude. Beverage producers and can makers that have long opposed deposit schemes because they raise the price of their products have changed position because of external factors such as consumer awareness and governmental requirements, not to mention the worldwide demand for raw materials.

A well-structured, uniform scheme that can create an equal playing field for all types of beverage containers now holds more appeal across the whole industry. This shift in attitude is not least due to careful planning by the CMI. “We are very serious about new well-designed deposit systems”, states Breen. “As part of that effort, we are engaging all kinds of stakeholders, including environmental groups who have been pushing for this type of system for a very long time and groups who perhaps historically have fought against this type of system.”



SCOTT BREEN

He went on to say: “We are talking with everybody. We want to share our knowledge on the topic, but it is a two-way dialogue. We want to hear from them about their concerns, their questions and their insights.” This can only be a bonus to beverage brands and packaging manufacturers striving to meet their own recycling targets, as Breen affirms, stating: “The bottom line is that we are talking with all these different stakeholders, trying to

understand their concerns so we can fashion a system where everyone is taken care of.”

*“We are talking with all these different stakeholders, trying to understand their concerns so we can fashion a system where everyone is taken care of.”*

Taking care of everyone is a theme also carried through to the Material Recycling Facilities (MRFs). Canmaking News looked at the rollout of CMI’s Can Recovery Grants, citing the benefits of salvaging the high-value used beverage can to the US recycling system. However, deposit systems divert valuable aluminium away from MRFs, and this has created resistance from some waste management companies. Breen believes that this concern is a fair one but said: “We are talking to them. We think there are ways to craft a deposit system so they get some temporary transitional funding to help them through the changing dynamics. Then when you zoom out and look at the whole municipal run system, I think there are added benefits for sure”. Indeed, a fact sheet produced by CMI partners, Reloop North America, cites 33 different studies all demonstrating how municipalities would benefit long-term from a deposit system.

The drive to increase and improve household and away from home recycling is underway, with the CMI exploring a potential partnership with a charity that would benefit from the collection of cans from stadiums and other large-crowd venues. The CMI has been keeping track of venues that have committed to no longer using single-use plastics so they know where to set up such a program. Breen states: “We would like to work with a venue that has committed to moving away from single-use plastics and almost rewarding that venue by providing recycling assistance,

then when we get the cans, we could donate the proceeds to a charity". While Breen said this is "in the works", he goes on to add: "It sounds easy but there are a lot of logistics and details to sort out. We are in the process and should have something very exciting to unveil very soon."

Without the support of the final pillar, Increase consumer understanding on the importance of aluminium can recycling and the ability to collect and sell used beverage cans for cash, the foundations will be unstable and unable to support the objectives. To this end, the CMI strives to help consumers understand

aluminium beverage and steel food cans. By simply entering a number of cans, consumers can see the effect of recycling metal cans across several meaningful, understandable metrics.

To further cement the recycling message in the mind of the consumer, the CMI is encouraging beverage producers and can makers to use the metal recycles forever logo. "Penn State University research fieldwork showed that if you tell people that this is going to be recycled into a new can, rates go up," said Breen. "We believe that this kind of message on the wall of the can helps consumers understand why recycling is important and increases recycling rates."



why recycling is essential. As well as downloadable educational material and fact sheets, the CMI website also has an interactive cans for cash function where consumers can find a scrap yard close to them and even find how much they can likely make per pound of UBCs.

Another eye-opening tool on the CMI website is the Metal Can Recycling Impact Calculator, which demonstrates the environmental and economic impact created by recycling

This is just the start - an important start at the beginning of a long journey. The CMI is soon to release a roadmap with more details on how the targets will be achieved.

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# MAY 2022

## NutriSource launches new wet food cannery

**NutriSource has launched a new wet food cannery inside the Tuffy's Treats Company manufacturing facility in Delano, Minnesota, US.**

The \$20 million 45,000-square-foot expansion will create 45 full-time jobs and expand the company's manufacturing capabilities of high-quality pet food products that already include kibble and treats.

The Green Globe Certified facility features cutting-edge x-ray and can inspection equipment, a three-retort system for sterilisation and the ability to produce up to 300 13-ounce, 5.5-ounce and 3-ounce steel or aluminium cans per minute. Annual production capacity is expected to top 65 million cans.

Mike Hamilton, Director of Commercialization at NutriSource Pet Foods, explained: "Wet pet food manufacturing capacity in North America has struggled to keep up with the growing market demand for canned pet food.

"Our investment in this new operation is a direct response to requests from distributors, retailers and customers who are seeking a more consistent and diverse supply of canned dog and cat foods.

"We are committed to our customers and excited to work with them to deliver more NutriSource products to our furry friends everywhere."

The Tuffy's Treats Company opened in 2020. The 174,000-square-foot facility features the safest environment for pet food safety, efficiency and flexibility. The plant meets or exceeds the stringent requirements of today's pet food market using sustainable operations that reduce the plant's environmental footprint and waste.

"NutriSource and Tuffy's Treat Company have proven to be incredible additions to our community," added Delano Mayor Dale Graunke. "We are thrilled

they continue to view Delano as an exceptional place to live, work and do business. This expansion is welcome news to our beautiful city and we look forward to a long and prosperous relationship with such a forward-thinking, purpose driven company."

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



## Yuengling brings back limited-edition cans to support veterans

**D.G Yuengling & Son Inc brought back its limited-edition cans in partnership with military veteran non-profit Team Red, White & Blue (Team RWB). The cans are part of the Pottsville brewery's Stars & Stripes program, Yuengling's year-round campaign to support veterans.**

Featuring a unique desert camouflage print and Team RWB logo, from May and throughout the summer of 2022, the limited-edition cans were available across the brewery's 23-state footprint.

This year's limited-edition design had a new feature. Each can came with a



QR code co-branded with American country music star and official Yuengling Lager and Stars & Stripes program Brand Ambassador Lee Brice. When scanned, the QR code immerses consumers in a digital Stars & Stripes experience.

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

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## Eviosys announces additional investment to support consumer demand

**Eviosys has announced further investments in its sites in Concarneau, Brittany, northwest France.**

To support the growth of canned food products, Eviosys Concarneau has made a number of major industrial investments over the past two years, bringing a significant competitive edge to the plant.

This includes a new printing line, new easy-open ends manufacturing lines, automation, automatic camera control and modernisation of workspaces for employees. These investments will continue to improve the plant's performance and customer satisfaction.

Francois Querrioux, Chief Operating Officer of Eviosys, said: "Whilst Eviosys is a global player, we are also at the heart of local ecosystems.

"From Concarneau, Eviosys supplies the main agri-food companies and

canneries in the Grand Ouest, and this pride in our local footprint is reflected at our sites around the world.

"Eviosys is strongly committed to preserving and advancing our environmental credentials and we continuously invest in our plants and eco-innovation, working towards our goal to be the first choice in innovative and sustainable packaging."

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



## Molson Coors invests £16m in Aspall Cyder

**The Aspall Cyder House in Suffolk, which has been on the same site for nearly 300 years, has been updated as part of a £16 million investment in the Aspall brand by Molson Coors, which bought the company in 2018.**

The three-year project has seen the site significantly modernised, boosting production capacity by 60% to about 70 million pints a year.

Other new features include upgrades to its waste water treatment plant to reduce the site's environmental impact, ensuring that all waste water is cleaned on site, rather than having to be transported off site, before it is returned to the water cycle.

A new weighbridge has also been installed. The company said that those two measures would reduce freight traffic in the area, taking 800 tankers a year off the roads.

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



## CANTEEN Spirits reveals new packaging design

**Ready-to-drink canned cocktail brand CANTEEN Spirits has revealed an all-new packaging design across all three of its lines, plus new, larger 8-can variety packs for its vodka soda line.**

The packaging refresh features "bright, eye-popping colours and tempting images of glistening, ice-cold cans alongside juicy depictions of its seasonal ingredients".

Designed in-house by CANTEEN's creative Director and Co-founder Gary Dorsey, in collaboration with CEO and Co-founder Brandon Cason, the updated vodka soda pack depicts each

canned expression in the foreground, adorned with illustrations of real fruit. Silhouettes of trees and rolling mountains in the background - shaded in the expression's primary colours - represent the brand's synergy with the outdoor lifestyle, along with its shield-shaped logo, which stands proudly, front and centre.

Brandon explained: "Our new CANTEEN packaging represents what the brand is at its core - a selection of delicious drinks designed for the natural-born explorer.

"We wanted to represent our dedication to bold flavour on the outside of the

pack, as well as on the inside, and inspire customers to take their summer plans to the next level with CANTEEN. I hope that our new look will awaken the spirit of adventure in all those who choose to enjoy it."

Alongside its new packaging, CANTEEN Spirits has released a selection of curated 8-packs for its line of CANTEEN Vodka Sodas. The new Tropical Variety Pack includes strawberry, pineapple and lime flavours, while the new 8-pack edition of its Classic Variety Pack includes watermelon, black cherry and lime flavours.

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

# JUNE 2022

## American Canning increases shrink-sleeving capabilities

**American Canning has officially opened its second shrink-sleeve line, which increases the organisation's sleeving capacity and ability to service craft beverage producers needing decorated cans at lower minimum quantity orders.**

American Canning first offered shrink-sleeved cans, serving as a distributor for an outside vendor, in 2017, and vertically integrated the decoration option by purchasing their own equipment in 2019.

Sleeved cans allowed the company to serve craft beverage producers by creating an approachable minimum order quantity, price and lead time for decorated cans. The demand for this decoration type has only heightened as printed cans become scarce, and the

company is seeking to absorb craft's excess demand in time for peak canning season.

Russ Spooner, VP of Operations at American Canning, said: "Our company is here to serve the small- to mid-sized craft beverage makers, and sleeving is one of the most valuable options for them to get their brand out there. It's part of who we are."



"For peak season, we needed the added capacity in order to keep up with demand. It gives us the opportunity to be more efficient. We'll have two lines running - doubling the line capacity."

American Canning recognises the perception that shrink-sleeved cans currently have in regard to environmental impact and is doing what is possible to meet craft's demands effectively and sustainably.

The implementation of two sleeving lines completes phase two of American Canning's 2022 operations expansion, coming after the new building move and looking toward the opening of a can manufacturing plant in the fall.

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

## Bonterra Enters sparkling canned wine category

**On the heels of its Climate Neutral certification, Bonterra Organic Vineyards is building on its incredible growth trajectory and success with the release of Bonterra Bubbles.**

The new collection of 250ml cans, dubbed Bonterra Bubbles, aims to meet consumer demand for two surging categories: organic products and RTD (ready-to-drink) offerings.

Available nationwide in the US, Bonterra Bubbles debuts with a California Rosé and Brut, priced at \$4.99 per can. This follows the brand's 2019 release of still canned wine in four-packs, the first nationally available organically farmed wine in cans.

Launching with non-vintage canned Rosé and a white blend Brut, Bonterra Bubbles invites consumers to enjoy the brand's low-intervention, organically farmed wine with a "playful twist and effervescent attitude".

As consumers continue to reach for alternatively packaged beverages, canned wine is poised for success. By 2028, canned wine is expected to be a \$571.8 million-dollar market, with the popularity of sparkling selections remaining a bright spot in the category.

Meanwhile the market for natural and organic products continues to boom and is estimated to reach \$400 billion by 2030, with the production of organic wine projected to grow 10.2% between 2022 and 2030.

"With the increasing variety of consumption occasions, the release of Bonterra Bubbles expands how, when and where consumers can enjoy Bonterra," said Hilary Butler, Director of Marketing for Bonterra. "This expansion into sparkling canned wines signals our continued commitment to deliver on consumer trends and values. Bonterra Bubbles offer the same great quality as our acclaimed 750ml portfolio and will certainly be a crowd pleaser."

Bonterra Organic Vineyards' Winemaker Jeff Cichocki crafts the wines exclusively with certified organic grapes grown in California, blending varieties such as Grenache, Mourvèdre and Malbec in the Rosé, and Viognier and French Colombard in the Brut to create "fresh, fruit-driven selections".

Following fermentation and aging in stainless steel tanks for ultimate freshness, Cichocki ensures the blends are full of flavour and low in alcohol. The Brut comes in at 12% ABV and the Rosé at 12.3% ABV, before the wines are carbonated to create crisp, sessionable sippers with a "refreshing, clean finish".

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



## CANPACK relocates to new corporate HQ

**CANPACK Group is looking forward to an exciting new period in its company history as the company relocates its corporate headquarters to a brand-new address.**

Based in Krakow, the offices are located in a state-of-the-art MK29 complex in the heart of the city, overlooking the Wawel Royal Castle and the Vistula Boulevards.

Designed by TRZOP ARCHITEKCI, one of the most prestigious design studios in Poland, the concept has been inspired by CANPACK's strong brand and company's vision for the future.

The new corporate offices are an "inspiration and aspirational space" that encourages cooperation and integration, encompassing new technology and befitting CANPACK's culture.

There's space for formal and informal meetings, breakout areas for 'brainstorming', and co-working space to reflect the company's commitment to innovation and embracing the new model of hybrid working.

"We have created a unique working space and we hope everyone will enjoy it," said Roberto Villaquirán, CANPACK Group CEO. "We look forward to welcoming our employees, customers and business partners to our new headquarters - a place where everybody can feel inspired to CREATE THAT FEELING in everything we do, every day."

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



## CCL Container launches new matrix-shaped aluminium bottle

**CCL Container has introduced a unique, matrix-shaped aluminium bottle that can be fully customised to brand specifications.**

With distinctive vertical lines and sharp angles, the container is a prime example of the unconventional shaping capabilities made possible with CCL Container's proprietary BodyShapes technology.

Made from durable, lightweight aluminium, the matrix-shaped bottle is fully recyclable and can be designed with rich graphics, bright colours, textured finishes, embossing and debossing, metallics, and other design and decorating effects.

Any top can be customised for this container, including pumps, screw caps, trigger sprayers, aerosols and more.

"The matrix-shaped aluminium bottle looks as impressive on the shelf as it feels in the customer's hand," said Kimberly Kizer, Vice President

of Sales for CCL Container. "We've developed this container to drive brand differentiation and deliver the kind of experience that today's consumers demand."

The company believes that the matrix-shaped aluminium bottle reinforces its commitment to delivering innovation while prioritising sustainability. Eliminating waste and pollution, keeping products and materials in use, and regenerating natural systems are core components of the CCL Container mission.

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



## Heineken set to expand Mexico operations with \$90m plant

**Heineken is set to build a 1.8 billion peso, or \$90 million, can manufacturing plant in the northern Mexican state of Chihuahua, near its brewery in the town of Mequoi.**

The plant, Heineken's seventh in the country, will bring around 120 direct jobs after opening and around 150 during the construction phase.

The beermaker said it had seen increased demand for cans in the country as other national alcoholic drink producers like Bece, Jose Cuervo's parent company say they are struggling to obtain glass to bottle their spirits.

Around 40% of beer in Mexico is currently made in cans, while the rest is made in glass bottles, according to the National Chamber of Beer and Malted Drinks.

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



# JULY 2022

## CANPACK helps winemaker showcase cans

**CANPACK Group has supported Slovakian winemaker Víno Matyšák in bringing its award-winning wine to a new audience with a new range of sparkling wines in cans.**



The new canned wine range, a Cabernet Sauvignon Frizzante and Müller-Thurgau Frizzante, launched in 2020 to offer “sparkling and light refreshment in any environment”. As such, the drinks are perfect to be enjoyed during a variety of social gatherings. This has enabled the winemaker to appeal to a younger consumer while preserving the winery tradition of the region, thanks to a range of innovative CANPACK technologies.

Peter Matyšák established his family winery in 1991. Just two years later, he moved production to a 300-year-old winery in the centre of Pezinok, a town renowned for its viticulture tradition that dates back hundreds of years.

“The subtle and elegant can designs feature the outlines of the town of Pezinok and the surrounding landscape with the vineyards of Little Carpathia,” explained CANPACK’s Chief Commercial Officer Stephen McAneny.

“The use of our TACTILE effect enhances the outlines on the can and creates a complex touch and feel experience at the consumer’s fingertips. This has allowed Víno Matyšák to capitalise on the increasing trend for canned wine, but also preserving its rich heritage.”

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

## AU Vodka dazzles on launch with all-gold can

**Luxury vodka maker Au Vodka Ltd is going for all-out glamour as it launches its very first pre-mixed RTD in a spectacular gold can.**

The UK company’s award-winning Blue Raspberry vodka is mixed with sparkling soda to create a 5% ABV drink that’s a thrilling electric blue - and as its very first RTD in a can, this unmissable look demanded a packaging solution to match.

Choosing a highly reflective gold colour for the can body, end and tab, Au Vodka worked with Ardagh Metal Packaging (AMP) to create an “irresistibly charismatic” pack with immense visual impact.

Au is, of course, the symbol for gold in the periodic table. Au Vodka’s upscale branding is based on the rare element and its associated qualities of power and perfection, symbolising the exceptional five-times-distilled British vodka at the heart of the company’s drinks. The 330ml slim can features simple, minimal text against the abundant gold, with the classic

periodic table “Au” square, complete with its atomic number, in sizzling blue.

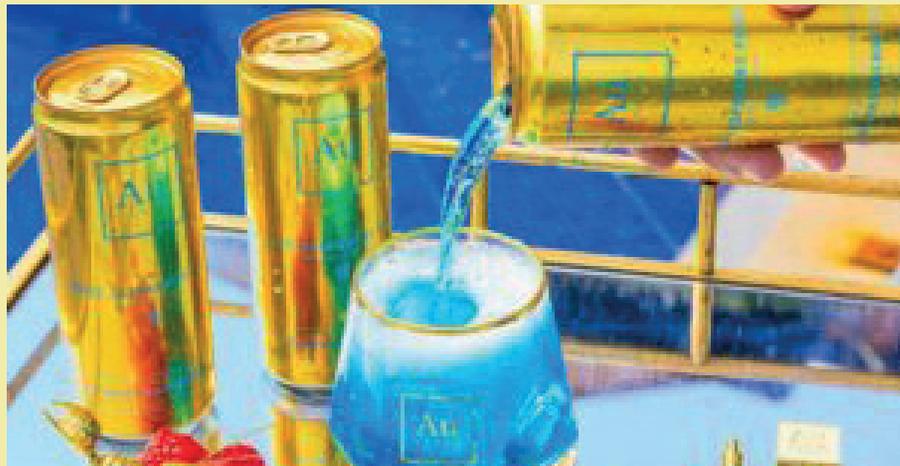
Au Vodka Project Manager Ethan Cooze said: “We had a great experience working alongside Ardagh to bring our vision to life. We worked closely with their graphics department to create the concept, followed by a site visit to finalise the finer details.

“After approving the sample, we had an insightful tour behind the scenes to see

how the cans are manufactured. I look forward to working with Ardagh further as we make our next moves in the exciting RTD market.”

The Blue Raspberry cans are available now from Au Vodka’s e-commerce site and across the wholesale and convenience sector in the UK.

[www.auvodka.co.uk](http://www.auvodka.co.uk)



## Augusta Label and Packaging launches resealable can tops

**Augusta Label and Packaging, a speciality label printer and shrink sleeve decorator, has announced an international collaboration to bring a “truly revolutionising” resealable can top to the beverage market.**

This solution, the company says, is perfect for craft beer and tea brewers, canned cocktails, the cannabis drinks market, canned coffee and more.

In stock and ready to ship, the leak-proof, tamper-proof and resealable top has gone through years of extensive testing and is designed to become a true market disruptor. The patented design is easy to open and reseal, preserving the freshness and or carbonation of any beverage. It is currently offered in the 202 can size and can be run on any canning line.

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



## Plantation Prime launches second canning line

**After a rocky start in the middle of the Covid epidemic, Plantation Prime inaugurated its second mini-plant, which is Halal-certified, just in time to fulfil its first export orders bound for Dubai and Australia.**

Plantation Prime opened its first canning line in 2020. The concept of

the brand is to translate popular but time-consuming dishes into a canned form that is “better than restaurant quality”. The company especially targets Filipinos living abroad, who long for Filipino food but lack the time or cooking skill to make it.



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# A year of transition

AkzoNobel Packaging Coatings sees a challenging year ahead for can-makers who are navigating a changing regulatory landscape.

By Chris Bradford, Industrial Coatings Marketing Director, AkzoNobel

The can and packaging environment will continue to be challenging in 2023 with tighter regulations on the horizon. At the time of writing, the European Food Safety Authority (EFSA) is expected to issue its latest regulatory verdict about tolerable levels of Bisphenol A (BPAs) following further scientific assessment and public consultation. The outcome can only mean tighter restrictions on the use of BPA based coatings in food contact products in the EU. BPA- is not the only potentially harmful chemical to come under scrutiny; Styrene and Formaldehyde are also facing growing regulatory implications.

The can-making industry, at all points along the supply chain, needs to be implementing the change to meet these regulations, despite the challenges that change will bring.

## A fast transition to Bisphenol-Free coatings

The challenge for packaging manufacturers, such as can-makers, is to know when and how to switch. For the industry to achieve this change across the whole supply chain within the required timeframe, manufacturers need to be sure any new coating technology is not likely to be regulated or even outright banned at a later date and, critically, will provide the same performance as existing coatings. But can-makers, as well as can fillers and food and beverage manufacturers, will need to make those decisions during 2023 and begin the transition before an outright ban is enforced.

Current Bisphenol A non-intentionally added (BPANI) products are well-established, and many leading beverage brands – soft drink or beer manufacturers – have or are already in the process of making the switch.

Next year we expect to see faster adoption of Bisphenol-Free internal and external coatings as we launch more coatings onto the market. We will, for instance, be launching our new products under a new naming architecture which will make it easier for customers to select the product they need. For beer and beverages, Accelshield™ will be our new

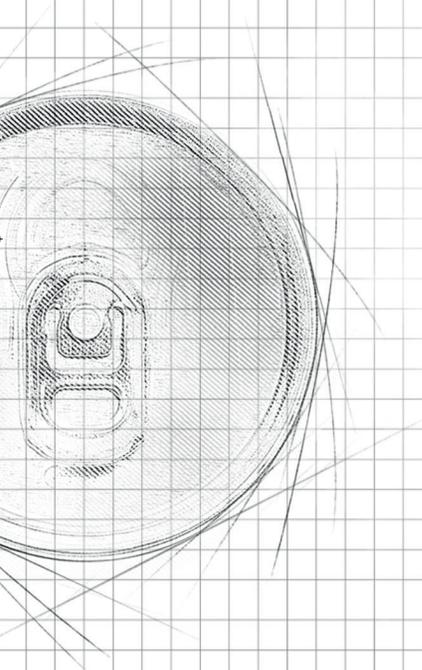
name for internal coatings and Accelstyle™ for external coatings, both will feature products that are free of Bisphenols, phenolics, PFAS, formaldehyde and Styrene. For food, we'll introduce Securshield™ for internal coatings and Securstyle™ for external coatings. As a coating's supplier, we know we must deliver the future-proof regulatory compliant coatings our customers need, and because of the markets we serve, we must also fulfil customers' flavour, preservation, and production needs.

But perhaps, in such uncertain times, what they will need more of, is reassurance. Can-makers need a coatings provider who can also help drive plant efficiencies and reduce the complexity of the conversion to Bisphenol-Free coatings.

## Providing reassuringly robust alternatives

Bisphenol-Free coatings will need to be demonstrably as robust as existing coatings to reassure customers. Accelshield and Accelstyle have already undergone extensive critical to quality testing with can-makers. They are just as able to withstand the harsh processing needs of the beverage industry, including retort, pasteurisation and mobility, as traditional coatings. They also accommodate some of the more challenging new drink types which are becoming common in the market. And the technology has been designed to be relatively seamless to introduce into existing production processes. That also means the transition to non-bisphenols is commercially viable.

In the short-term European can-makers can still use epoxy coatings under regional and local regulations. 2023 may not bring the clarity that we are all looking for, but one thing is certain: Bisphenols – of any kind – are no longer required to create safe coatings for metal packaging. And as regulations tighten in the next year or two, manufacturers need to make the transition, so the months ahead will see can-makers working with their trusted coatings partners to migrate much faster towards a Bisphenol-Free world.



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# CANMAKING NEWS IN CONVERSATION



## In Conversation with Danilo Maugeri

Product Manager for Isra Vision

Mar 11, 2022

In episode six of Canmaking News In Conversation. Danilo Maugeri, Product Manager for Isra Vision, talks about the present and future with Janis Osborn from Canmaking News.



## In Conversation with Doug Newman from Decotech

Jul 4, 2022

In episode seven of Canmaking News In Conversation. Doug Newman from Decotech, talks passionately about himself, the industry and shares a green secret



## In Conversation with Ruben Robles

Vice President for Global Business Development for Belvac

Aug 5, 2022

In the eighth episode of Canmaking News In Conversation with Ruben Robles, Vice President for Global Business Development for Belvac. We chat about Belvac's beginnings and secrets for the future. Ruben also tells us about his work ethics and disciplines which helps to develop his continued success.

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# AUGUST 2022

## Britvic opens new canning line

**Rugby MP Mark Pawsey paid a visit to Britvic's largest production site to officially open the soft drink manufacturer's most recent canning line, which comes as the company celebrates 35 years in the Warwickshire, UK town.**

The state-of-the-art line, already producing internationally known brands including Tango, Pepsi and 7UP, saw Britvic invest a further £26.9 million in the Rugby factory and create 20 new jobs. This brings the total number of employees at the site to over 340.

Based on Glebe Farm Industrial Estate, the factory boasts some of the fastest lines in Europe, with the new canning line turning out around 120,000 cans per hour. Bringing the site's total to four canning lines, the most recent line boosts

total capacity by around 20%. This takes total production to an impressive rate of just under half a million cans per hour.

Speaking after the visit, Mark said: "It was a great pleasure to be able to open Britvic's new canning line and see for myself the additional investment by Britvic in their Rugby site.

"This is great news for our local economy and has created a number of new jobs, including opportunities for apprentices from the local area. Britvic has a 35-year history of manufacturing in Rugby and the fourth canning line shows that the company remains committed to their site and their employees here.

"We were able to discuss the need to ensure that packaging remains sustainable and Britvic's arrangement



with Ardagh Group is a great example of minimising the carbon footprint.

"It is also vital that the sector continues to recycle as much as they can and the work which is ongoing at Britvic both for plastic and aluminium recycling is extremely positive."

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

## SENCON adds OPC-UA support to its can making gauges

**Sencon was approached by a canmaker and long-term customer and user of its products to help reduce issues related to out of specification cans at the front end.**

To achieve this, the team needed to identify and automatically stop suspect bodymakers immediately when a defect can was found. The solution was OPC, which provides a standardised way for manufacturer-independent data exchange allowing access to machines, devices and other systems within the industrial environment.

Sencon's customer wanted their Master Series front end gauge to communicate with their Supervisory Control and Data Acquisition (SCADA) system, which would in turn communicate directly with their bodymakers, allowing them to be automatically stopped as soon as an out of specification can was identified by the Sencon gauge.

Sencon began a project to assess the feasibility of using an OPC-UA server on the gauge PC to communicate with the customer's SCADA system. The project resulted in a successful rollout of the Sencon Process Master OPC-UA communication interface within the customer's plant.

In this installation, a front end gauge was used to send a notification to stop an individual bodymaker, but the system can be used with any Master Series gauge and, depending on the canmaker's process control software, it can be used to stop individual neckers or decorators when out of specification cans are detected.

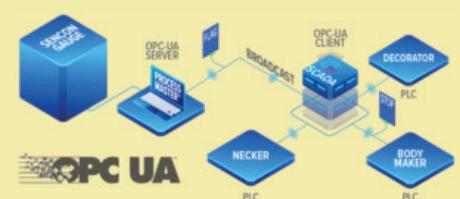
An output from the Sencon gauge is sent via OPC-UA with data flags changing from 0 to 1 to indicate an out-of-spec measurement. Measurements taken while the flag is 1 have no influence and will not change the flag back to 0 - flags have to be manually reset once corrective action

has been taken at the bodymaker by an operator.

A separate flag is broadcast for each bodymaker in the plant which means that monitoring of cans continues even when one bodymaker has been stopped. Any actions taken based on the flags are controlled by the customer's SCADA system.

The results from the Sencon gauge sent via OPC-UA indicating out of specification parts are a recommendation to take action, but the decision to take action remains with the customer. Restarting of the bodymaker is controlled by the operator.

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



## Worthy Brewing looks for sustainable ways to bring products to market

**Craft beer production, and in particular the decoration of beverage cans, continues to face increased pressures. This is due to minimum order quantities having risen dramatically, with the increased use of shrink sleeves and labels used to decorate them, negatively impacting the environment and the aluminium recycling process.**

Unsurprisingly, companies like Worthy Brewing, based in Oregon, US, with its 'Earth First, Beer Second' motto, are looking for environmentally-friendly solutions to get products to market



quickly and move away from the use of plastics and adhesives.

Direct-to-can digital printing is proving to meet these environmental demands and boasts a wealth of other benefits including a new level of design freedom and no minimum order quantities (MOQs).

The sustainability focussed, solar-powered brewery contacted Solucan, a Canadian beverage can printer dedicated to providing craft brewers and brands with the ultimate beverage can supply chain flexibility required in today's competitive market.

Armed with a game-changing digital print offering that provided "a new level of flexibility" for short-run production and removing its previous reliance on the larger can providers, Worthy quickly realised that the Tonejet technology could meet its production challenges head-on and open new business opportunities.

Direct-to-can digital printing technology has enabled Worthy to respond quickly to changing trends and unique sales opportunities, providing the freedom to explore other products, with new sales outside of the traditional craft beer market in non-alcoholic beverages.

Worthy brews six signature year-round craft beers in six designs produced every two to six weeks. It also brews a variety of seasonal beers, leveraging Solucan's totally customisable digital offering for its packaging, which provides greater versatility in the number of SKUs, as well as removing minimum order constraints.

Solucan prints directly onto 355ml and 473ml cans using its Tonejet Cyclone and Tonejet Cyclone C4+ pallet-to-pallet decoration lines. The Tonejet Cyclone models offer a total system approach that enables customers to work with cans from any source.

[www.worthy.beer](http://www.worthy.beer)

## Rockwell Automation announces Canline Systems as new partner

**Rockwell Automation Inc, the world's largest company dedicated to industrial automation and digital transformation, has announced that Canline Systems BV has joined the Rockwell Automation PartnerNetwork as a gold-level OEM.**

Canline, part of the Xano Group, is an international specialist in the design and installation of complete turnkey transport and handling projects for metal packaging materials in food, beverage and automotive. With projects across the globe, it is a leader in the fields of conveying, sorting and distributing using air, magnetism and vacuum technologies.

Created to support OEMs across the globe, Rockwell Automation's comprehensive Original Equipment Manufacturer (OEM) Partner Program offers support for the design, development and delivery of innovative equipment, which incorporates Rockwell Automation solutions. All participants see

it as a powerful strategic opportunity that supports and nurtures growth, innovation and market potential.

Vincenzo Monaco, EMEA OEM & Portfolio Marketing Manager at Rockwell Automation, said: "Canline is a company with obvious ambition and a willingness to adopt and deploy new technologies. As consumer demands evolve, its end-user customers must keep pace with ever-changing market dynamics, and Canline's use of more agile and flexible contemporary automation solutions offers an answer to these needs."

Routeco, Rockwell Automation's authorized distributor in the Netherlands was instrumental in Canline's elevation to gold level. Indeed, this is the first OEM partnership led by a distributor in The Netherlands.

In late 2020, Rockwell Automation evolved its OEM PartnerNetwork to

establish levels of participation based on need and output. The program - now including almost 3,500 machine builders worldwide - provides increased market-access opportunities, simplification, and standardized product alignment for manufacturers, enabling participants to fully leverage Rockwell Automation technology.

The company expects more platinum-level partners, as well as a number of gold, silver and bronze, to join the program.

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



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# SEPTEMBER 2022

## Craft canning delivers more than 2 million cans

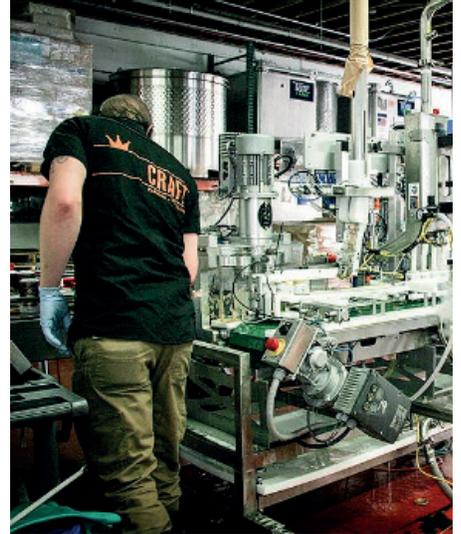
**Eastside Distilling Inc, a consumer-focused beverage company that builds craft-inspired experiential brands and artisan products around premium spirits, digital can printing, co-packing and mobile filling, has announced that Craft Canning + Printing has printed and delivered more than two million cans from its Argyle printing operation.**

Craft acquired a Hinterkopf D240 digital can printer early in 2022 and started its aluminium digital can printing operation during the second quarter of 2022. The company has ramped up printing to include two shifts

and has reached the two million cans printed milestone in September. Craft is supplying digitally printed cans to craft beverage customers throughout the Pacific Northwest.

Geoffrey Gwin, Eastside's Chief Executive Officer, commented: "We have received an enthusiastic reaction from both existing and new customers since starting our digital can printing operation. This two million can milestone is just the first of many to come."

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



## WestRock adds CanCollar X to its sustainable packaging solutions

**WestRock Company, a provider of sustainable paper and packaging solutions, has expanded its CanCollar family of multipack solutions with the introduction of CanCollar X, a fibre-based solution for sustainable large format canned beverage packaging enabling as much as 50% material reduction compared to fully-enclosed traditional packaging.**

As the newest addition to the family of solutions automated by the patented CanCollar Fortuna platform, CanCollar X uses a similar fibre-based, glue-free minimalist design preferred by consumers to maximize can visibility, is comfortable for consumers to handle and optimises the use of material to bundle multipacks for larger formats.

"Whether it's beer, soft drinks or sparkling water, across the globe, large multipacks of cans are packaged in shrink film," said Chris Davidson, Vice President, Sustainability at WestRock. "With CanCollar X, we have an opportunity to significantly reduce materials when compared to fully-enclosed cartons and replace hard-to-recycle plastic shrink wrap with recyclable fibre-based packaging, improving circularity at impressive scale."

CanCollar X is automated by the CanCollar Fortuna platform, a newly patented beverage packaging machine that uses a series of star wheels and metering screws along with a highly innovative linear drive system to seamlessly move containers through a travel path in the machine, resulting in unprecedented accuracy of can orientation at high speeds.

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



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## Zentis NaturRein launches tinplate screw cap

**Zentis has developed a screw cap from Rasselstein tinplate, made with reduced CO2 for NaturRein fruit spreads.**

The Blueseal screw cap used by Pano closure is more sustainable thanks to



the use of tinplate made from Bluemint Steel and the PVC-free sealing ring. The use of this tinplate should save up to 69% of CO2. Zentis GmbH & Co. KG is the first jam manufacturer to use Rasselstein tinplate.

The concept of NaturRein fruit spreads is based entirely on the idea of sustainability - both in the product and in the packaging. The screw cap manufactured by Pano closure GmbH is both PVC-free and made from CO2-reduced tinplate from Thyssenkrupp Rasselstein.

The product itself has a natural recipe that uses only three classic ingredients

and does not contain any artificial flavours or preservatives. At the same time, NaturRein is the first Zentis range to be certified climate-neutral.

“One factor is particularly important when it comes to climate protection: smart co-operation at all levels,” said Oliver Böcker, General Manager Brand at Zentis. “With the companies Pano and Thyssenkrupp Rasselstein, we have strong and competent partners at our side. The co-operation is an essential step in terms of climate protection - and in line with our ambitious sustainability strategy.”

[www.zentis.de](http://www.zentis.de)

## Independent Can Co commissions new Koenig & Bauer MetalPrint MetalStar 3 Press

**In late September, Independent Can Company (ICC), a leader in the printing and manufacturing of specialty metal packaging, celebrated the official commissioning of its new Koenig & Bauer MetalPrint MetalStar 3 press at an open house at its Belcamp, MD, US facility.**

ICC is now the only company operating a nine-colour metal decorating printing line in the Western Hemisphere. The new line allows one pass work for up to nine colours. This capability will be instrumental in helping ICC to achieve the goal of doubling output per labour hour and delivering product to customers in four - five weeks from order.



“We have made historic investments to solidify our position in the market and this new press marks the latest,” said Richard Huether, President and CEO of Independent Can Company. “With the goal of being the primary source for highly decorated, specialty cans in the United States, our company has invested heavily in facility maximisation and the latest technology in can making and lithography.”

ICC is the largest user of MetalStar technology in North America. In addition to the new nine-colour line, the organisation also operates two six-colour MetalStar 2 lines and a four-colour MetalStar 2, in use at its plants in Maryland and Ohio.

Sam Pernice, Director of Sales & Service for Koenig & Bauer MetalPrint (US) said: “Independent Can Company is a true American success story which dates back to 1929. Under the leadership of the Huether family, the company has grown and flourished for decades.

“This success has been achieved for a variety of reasons, not the least

of which is their meticulous and professional approach when it comes to choosing their business partners.

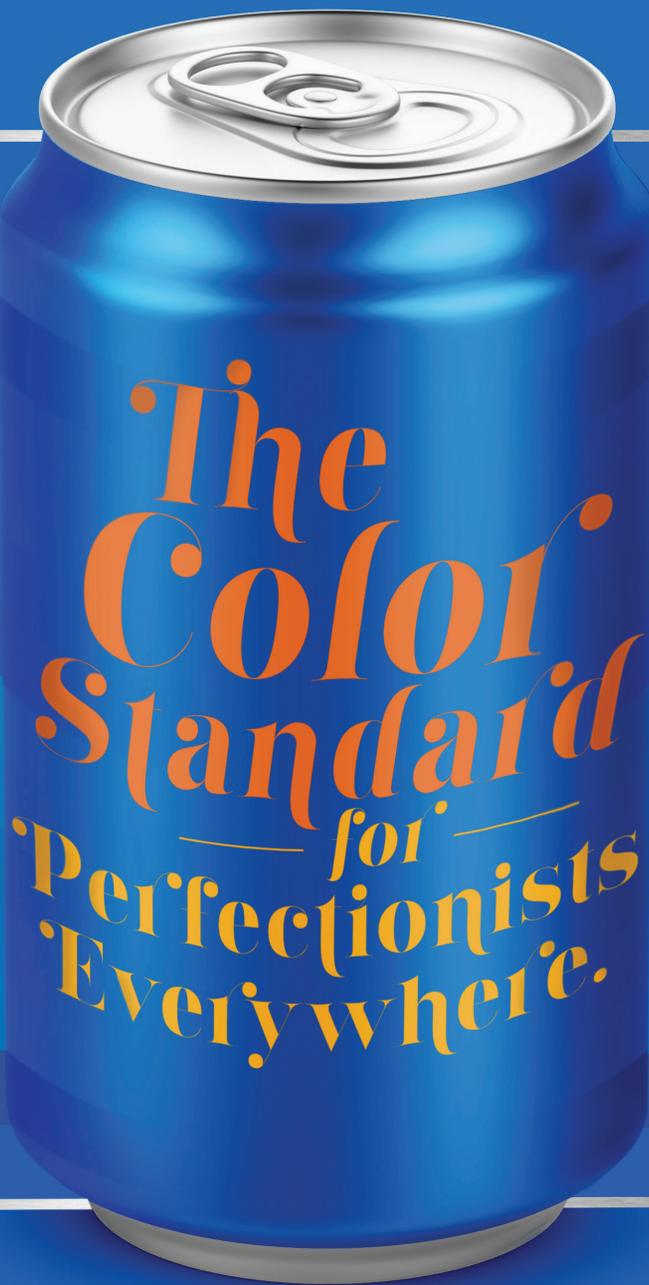
“Their decision to purchase a nine-colour MetalStar 3 is truly historic as there is no other machine of this size anywhere in the Western Hemisphere, giving them unmatched single pass capabilities.”

“Their selection of the MetalStar 3 is the culmination of very careful planning and due diligence. We are honoured that they have chosen to place their confidence and trust in our hands once again.”

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

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Learn more about INX's resources for Metal Decorating at [ColorPerfection.com](http://ColorPerfection.com)

# OCTOBER 2022

## Family legacy continues at Bunting with new CEO

**Robert Bunting is following in the footsteps of his grandfather and father with his appointment as Bunting's President and Chief Executive Officer.**

On 1st October 2022, Robert succeeded his father, Bob Bunting, in overseeing the continued growth of the global Bunting group. Bob Bunting now assumes the position of Chairman.

Bunting is one of the world's leading designers and manufacturers of magnetic separators, metal detectors, materials handling, magnetic printing cylinders, magnets, magnet assemblies, and magnetising equipment.

Founded in 1959 by Walter F Bunting in Chicago, the company has remained family-owned and family-operated ever since. Walter's son, Bob Bunting, served as President of the company since 1993 and oversaw an international expansion of the company. Over the 29 years as President and CEO, Bob oversaw a three-fold increase in sales. Robert Bunting's appointment as President and CEO continues the family legacy.

Robert is well-respected in the North American business community, having sat on the business intelligence committee for PMMI (The Association for Packaging and Processing), and is presently Marketing Director of the

Process Equipment Manufacturers' Association (PEMA).

[www.bunting-redditch.com](http://www.bunting-redditch.com)



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## Molson Coors overhaul of Golden Brewery begins to take shape

**The view outside Peter J. Coors' office is changing. What was once an unimpeded view of the Rocky Mountain foothills now includes a bustling construction site, reshaping Molson Coors' brewery in Golden, Colorado, US.**

Coors is overseeing the brewery's multi-hundred-million-dollar overhaul, dubbed G150, a nod to the upcoming 150th anniversary of Coors Brewing's founding.



The mountains may be obscured for some, but what's clear is that G150 will change how the brewery - one of the world's largest - operates. The project will upgrade and update fermenting, aging and filtration facilities, replacing its horizontal fermenters with vertical tanks.

It will increase the brewery's ability to collect and reuse carbon dioxide, reduce the facilities' energy and water usage by 20% and waste by 35%, and reduce the amount of water it uses by 100 million gallons annually.

Construction is on track to finish in 2024, and more than 60% of the concrete for the 194,000-square-foot project has been poured. More than 80% of the columns supporting

the structure have been built. What was once a cooling pond is a multi-floor building that is getting closer to completion every day.

A few miles down the road from the Golden brewery, a team of local craftsmen are constructing dozens of stainless steel fermenting and aging tanks that will visually define G150.

Molson Coors contracted Ziemann, a leading beer equipment manufacturer from Germany, to design the 96 tanks that will be part of the facility; most of those are being built in Golden. The first tanks will be set in November.

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

## Crown honours three of its facilities for outstanding sustainability performance

**Crown is celebrating individual facilities in its global network for outstanding leadership and innovation in sustainability and their role in advancing the company's progress against its Twentyby30 goals.**

Each year, the Chairman's Sustainability Awards program honours exemplary contributions made by employees based in Crown's manufacturing facilities or operating divisions in three categories: Environmental, Safety and Social.

Winners of the 2022 awards, which cover achievements in 2021, are as follows:

The Environmental Sustainability Award recognises excellence in environmental protection by minimising the impact of the company's operations, reducing material consumption or improving recycling or reuse. The Chihuahua, Mexico beverage glass plant received this award for saving over 15.5 million gallons of water and improving the quality of the facility's wastewater.



The team achieved these results by implementing a series of improvements including repairing leaks in washer valves, eliminating hard water, reusing water from downstream operations and installing recirculation filters.

The Dahej, India plant in Crown's Transit Packaging Division received the Sustainability Award for Safety for its comprehensive approach to workplace safety and extensive track record of incident-free days, which currently stands at 2,342, or approximately six-and-a-half years.

The facility adopted numerous initiatives to safeguard employee safety, health and wellbeing, including medical check-ups, classroom and on-site safety trainings, administrative controls and oversight,

internal and external safety audits and motivational programs such as monthly and annual staff awards.

Crown's Conroe, Texas beverage can plant received the Social Sustainability Award, which recognises activities that significantly impact the well-being of the workforce and/or the local community.

The team has demonstrated a steadfast commitment to their community by participating in mentorship programs, food drives, job fairs and many other volunteer opportunities. The Conroe plant has also donated almost 12,000 cases of water to non-profit organisations across the community.

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

A photograph of a can manufacturing factory. A conveyor belt in the foreground carries a line of green metal cans with pull tabs. The background shows complex industrial machinery and structures, all under a blue-tinted light.

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# NOVEMBER 2022

## Gunner Cocktails predicts 500% growth with launch of new cocktail

**British premium drinks company Gunner Cocktails has rolled out its first alcoholic canned beverage - the Gunner Sinner.**

This follows the successful launch of the Gunner non-alcoholic 'Saint' ready-to-drink, whose sales have doubled over the past twelve months, with over 750,000 cans expected to sell in 2023.

Having started as a cocktail unfamiliar to many, Gunner's availability across the hospitality sector has tripled since July 2021 and is now stocked in over half of The Open rota golf courses.

With an original recipe dating back to 1842, the beverage is made from all-natural ingredients sourced solely in the UK. The combination of ginger, natural bitters, a twist of lime, and now a shot of

aged dark rum, is the ideal addition to Gunner's line of beverages.

Gunner's growth over the past year has been rapid. Having employed a new Sales Manager, Business Development and Hospitality Expert Edward Hoskins, and attained a full placement for a second round of funding, the trajectory for Gunner's growth, cemented by the Sinner, is exponential.

Dannie McDonald, Managing Director of Gunner Cocktails, said: "Following the success of the non-alcoholic Gunner Saint last year, we are very excited to be launching the first of our alcoholic Gunner cocktails.

"With an unparalleled natural and refreshing taste, the Sinner is the perfect option for those who want to

try something a refreshingly different option, proud to be made with the finest British ingredients."

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



## American Canning becomes a distributor of Ball Corp cans

**American Canning has signed a supply agreement with Ball Corporation as an official distributor of blank (brite) and printed aluminium beverage cans.**

The agreement provides American Canning with more consistent accessibility to brite cans and, for the first time, the ability to offer printed cans in single truckload increments.

As one of a limited number of distribution partners, the agreement grants American Canning's customers access to lower minimum order quantity requirements for Ball printed cans.

Co-founder and CEO David Racino said the agreement between American Canning and Ball creates a bridge between thousands of craft beverage

producers and the largest can manufacturers in the world.

"For more than a decade, our focus has been on improving accessibility to cans for the craft beverage industry. Combining American Canning's service capabilities with Ball's manufacturing footprint will help keep costs, lead times, and order quantities approachable for all."

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



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# DECEMBER 2022

## Misiones de Rengo launches canned wine

**Innovation in packaging formats is one of the latest trends in the wine and sparkling wine market. In response to this demand, the well-known and popular brand Misiones de Rengo has launched a new canned format for sparkling wines with the goal of winning those consumers who are opting for comfortable and original alternatives.**

The company says that its Brut and Rosé sparkling wines will now be available with the same quality and freshness in a 250ml can, a practical and portable size that is perfect for every occasion.

These refreshing single-serve cans are ideal for enjoying this summer season.

The Brut sparkling wine is golden coloured with pearly hues and reveals fresh aromas of green apple peel, lemon and pineapple, and a pleasant, balanced sensation in the mouth.

Meanwhile, the fresh Rosé sparkling is a pale pink colour with refreshing bubbles and is pleasantly fruity with red fruit notes like strawberries, well-balanced acidity and a sweet finish, as well as good body and length.

This new format joins other innovative products that VSPT has been developing, challenging the boundaries of the industry and adapting to new trends, not just through alternative packaging but also in new product

subcategories like ready-to-drink (RTD) cocktails and reduced-alcohol and low-calorie wines.

[www.misionesderengo.cl](http://www.misionesderengo.cl)



## ITA calls for investment in supply to secure tin's critical role

**During the annual International Tin Association's (ITA) Investing in Tin Seminar, the organisation presented its vision for the future of tin with the latest strategic thinking of the industry. There is a major investment opportunity for tin mining and recycling as the metal is a vital ingredient in solar energy, electric vehicles and other future technologies.**



"Over the next decade, we believe demand for tin will surge as the technology super cycle brings unprecedented opportunities for the tin industry," said Dr Jeremy Pearce, Head of Market Intelligence & Communications at ITA. "The sector will need to adapt rapidly to meet this demand as the role of tin in enabling the energy transition and digitisation becomes more obvious."

During the event, ITA previewed first stage results of its TIN2030 initiative. This industry vision to 2030 looks at the sector through the lens of macroeconomic influences, growing sustainability pressures and opportunities and the role of technology. It concludes with a wakeup call to the crucial role of tin, for example as solder - the glue that holds together all electronic and electrical infrastructures.

As the awareness of tin's importance grows, so too will the need to secure supply. The organisation highlighted

the scale of new investment required to meet the expected surge in demand. It estimates that \$1.4 billion is needed to deliver 50,000 tpa more tin by 2030. This represents a huge opportunity for investors, allowing the tin sector to build a better future for all.

During the event, the organisation also announced its flagship Tin Code ESG reporting tool is being extended for voluntary participation by ITA Explorers and Developers Group members. ESG performance will be an essential step in securing investment in new supply. The Code allows its members to demonstrate their ESG commitment and work towards positive improvement in their operations and the global tin industry.

The ITA looks forward to continuing to be the leading voice for the sector and supporting its members as the tin industry takes advantage of these dramatic new market dynamics.

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

## Novvia acquires Innovative Container

**Global rigid container and life sciences packaging distributor Novvia Group has acquired Innovative Container, a California-based distributor of plastic, metal, glass and corrugated containers. Financial terms of the private transaction were not disclosed. Novvia is backed by Kelso & Company.**



Since 2009, Innovative has supplied the Southern California market with a range of rigid packaging solutions, including pails, drums, bottles, jugs, jars and cans. Operating out of a 20,000 square-foot distribution facility in La Mirada, California, Innovative provides quality products and service to customers spanning a variety of end markets, including paints and coatings, chemicals, inks, food and emergency preparedness.

“We are pleased to partner with Novvia as Innovative embarks on its next phase of growth,” said Darren Williams, Owner and CEO of Innovative. “We thank our customers, employees,

and suppliers who have enabled our success to date, and we look forward to delivering additional value to these key stakeholders as part of the broader Novvia organization.”

“We are very excited to welcome Darren Williams and his team to Novvia,” said Novvia Executive Chairman Ken Roessler. “Innovative, like Rios and Auberst, represents a valuable component of our strategy to grow and strengthen our West Coast business under our regional platform investment, Rhino Container.”

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## Report on the industry’s contribution to the United Nations sustainable development goals launched

**The International Aluminium Institute (IAI) has released a report which explores the aluminium industry’s current and potential contribution to the United Nations Sustainable Development Goals (UN SDGs).**

The report, titled ‘The Aluminium Industry’s Contribution to the UN Sustainable Development Goals’, looks at the recent work by the Institute, activities of companies operating within the aluminium sector, the benefits from the use of aluminium, and other collaborative efforts.

It also includes the industry’s impact across each of the 17 SDGs with links to specific industry case studies and other supporting resources, which can form the basis of engagement with stakeholders to address gaps and potential opportunities for the sector to progress toward the achievement of the goals.

Launching the report, Miles Prosser, IAI Secretary General, said: “Sustainable development and ESG issues are at the forefront of the metals and mining industry at present. With the UN’s Sustainable Development Goals as a

framework, the aluminium industry, through the International Aluminium Institute, has evaluated its contribution across a comprehensive suite of global goals and targets. This analysis is intended to inform the industry’s understanding of its status and to encourage dialogue about measures that can be taken to accelerate action and progress over the coming decade.

“Though the report provides a comprehensive reference for the industry and other stakeholders, there are clearly gaps that still need to be filled. The IAI will continue to engage with stakeholders to reflect on potential opportunities for the sector to progress this stream of work,” Mr Prosser noted.

The framework presented in this report is built on the outputs of an IAI-hosted industry workshop held in August 2021, ongoing input from company representatives, desktop research and analysis of publicly available documents and information. The information illustrates the range of activities and contributions from the industry in recent years, with the IAI liaising with regional aluminium associations to provide a

comprehensive global overview covering all major aluminium-producing regions.

“The aluminium industry is a major contributor to our global economy, providing employment, infrastructure and billions of dollars in taxes to support livelihoods. But we recognise that as an industry, contributing to sustainable development requires both responsibility in producing the metal and realisation of the metal’s benefits through its use in sustainable applications. It also requires continued and collaborative efforts from all stakeholders along the value chain. IAI remains focused on building on this work and will continue to seek open dialogue with key stakeholders engaged in activities across the goals,” Mr Prosser added.

[www.international-aluminium.org](http://www.international-aluminium.org)



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# REDUCING THE ENVIRONMENTAL PAWPRINT

Karen McKenzie examines the surge in demand for pet food and the effect this is having on the three-piece can market

**Since the pandemic began, it has been raining cats and dogs, and the subsequent pet food boom is playing its part in the thriving three-piece can market.**

As people worldwide faced restrictions, lockdowns and stay-at-home orders, many were left lonely and isolated. When reality set in and society adapted to new circumstances, millions of people made room in their lives for pets, particularly cats and dogs.

According to pets4homes, by May 2020, just months into the pandemic, in the UK alone, demand for puppies had grown by 104%, with over 420 prospective buyers competing for every available puppy offered for sale. Nearly a year later, in March 2021, the Pet Food Manufacturers Association said a total of 3.2 million households in the UK had bought a new pet since the start of the pandemic.

Similarly, a study by the American Pet Products Association (APPA)

measuring the impact of the pandemic found that 11.38 million US households welcomed a new pet during the first year. Australians and New Zealanders also turned to pet ownership for comfort and companionship. A report by Animal Medicines Australia revealed that a fifth (19%) of all dogs and a quarter (24%) of all cats in Australia were obtained during the pandemic, with an estimated 30.4 million pets across the country - a substantial increase.

Two and a half years down the track, the lockdown generated enthusiasm for buying pets has shown no sign of abating. Peter Pritchard, CEO of UK retailer Pets at Home, recently said the firm was on track to report "a record year of sales and profit growth", adding the company had served more pet owners than ever before in the 12 weeks from 8th October to 30th December 2021.

This increase in pet ownership has been seen in many countries worldwide and has created an enormous surge



in demand for pet food. According to APPA's most recent State of the Industry Report, the pet industry in the US reached a milestone in 2021, with total sales of over \$123 billion, \$50 billion of which was spent on food and treats.

While industry growth is always welcome, unprecedented demand does come with significant issues. According to Mike Hailton, Director of Commercialisation at US pet food manufacturer NutriSource Pet Foods, wet pet food manufacturing capacity in North America has struggled to keep up with the growing market for canned pet food. In response to unprecedented consumer demand, earlier this year, NutriSource announced the opening of a new wet pet food cannery inside Tuffy's Treats Company's facility in Delano, Minnesota. Investing \$20 million in the expansion, NutriSource forecast that annual production will top 65 million cans.

Also, in the US, 2021 saw Simmons Pet Food officially open a new pet food cannery in Dubuque, Iowa, the result of a \$100 million investment to amplify its total wet pet food production capacity. Phase two of the expansion is underway and is expected to take production capacity to 408 million cans per year.

Meanwhile, in the UK, Inspired Pet Nutrition (IPN), owner of Harringtons and Waggy pet food brands, announced an investment of more than £6 million to expand its existing manufacturing plant in Kinmel, North Wales. The expansion is expected to be fully operational by January 2023 and will initially triple the facility's wet dog food capacity by 75% and will enable the company to offer a



choice of wet tray formats, including fully recyclable aluminium trays.

A walk down the pet food aisle will open your eyes to how trends have changed. Pets are increasingly treated as family members, and owners are evermore discerning when it comes to feeding their pets and, as such, are willing to pay more for high-quality, nutrient-rich food. With global, local and niche brands all sharing the same supermarket shelf, competition has never been greater; this is where packaging comes into play. As more and more pet food brands launch premium ranges, the range of packaging has also grown. Flexible plastic packaging takes many forms in the pet food market, such as dry food in bags and wet food in portion-sized pouches and trays. However, the traditional, time-honoured can has not lost its footing in the marketplace.

Concern about plastic waste is not limited to the human marketplace, and pet owners' purchasing habits are influenced by sustainability. Trivium Packaging's 2021 Buying Green Report found that 70% of consumers consider themselves environmentally aware, and 83% of consumers among younger generations showed a willingness to pay more for sustainable packaging.

While there is no official recycling rate for pet food cans, there is abundant information on aluminium and steel food can recycling. A report by the American Iron and Steel Institute and Steel Manufacturers Association reveals

that the recycling rate for steel food cans is 62%, the highest recycling rate of all food packaging. This is, in part, attributable to the ease of separating the magnetic steel food cans from the rest of the single-stream recyclables via magnets. In the US alone, pet food makers use approximately 7 billion metal food cans a year, including aluminium cans which, as we all know, can be infinitely recycled.

Pet care trends may change in the future, but packaging needs remain consistent. Like human food, pet food must be packaged in a way to maintain nutrients and health benefits while also prolonging shelf life. In this competitive market, manufacturers need to promote their products with eye-catching designs and graphics to set themselves apart. The tried and tested can provides all of this while not conflicting with sustainability trends and consumer values.



**KAREN MCKENZIE**

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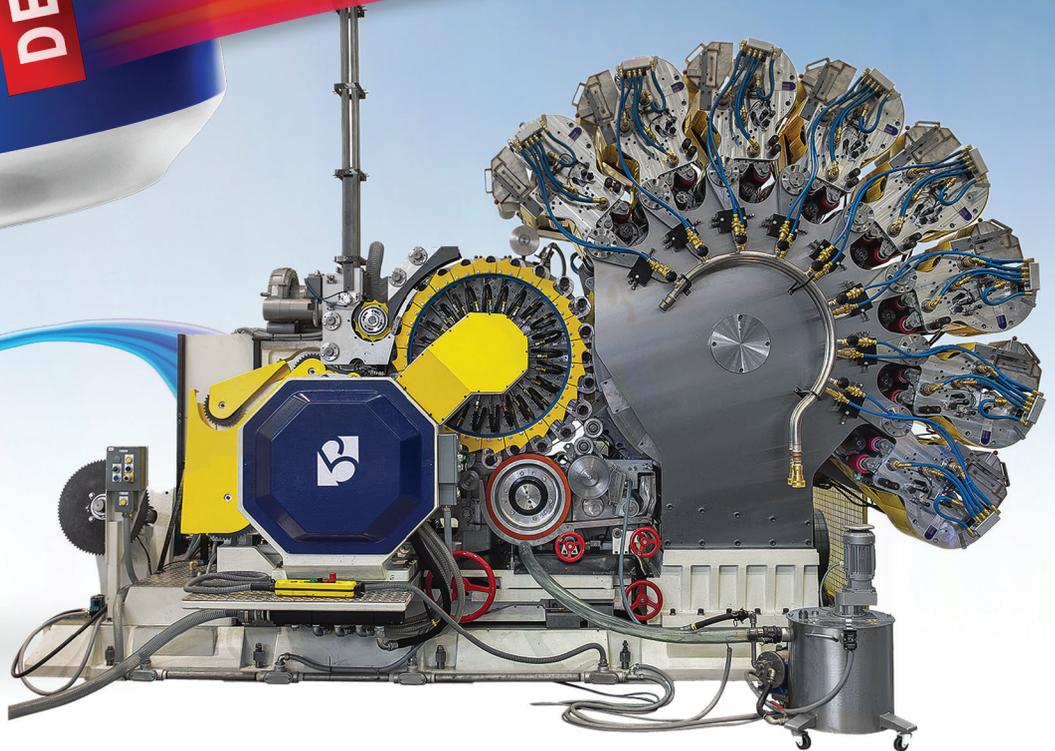
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