

STEEL_{FOR} PACKAGING

Can do

Steel packaging is tried, tested and trusted



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Versatility

- Steel offers **unique shaping, embossing and printing** opportunities.
- Steel packaging is available in a **wide variety of shapes and sizes**, offering brands a complete product range for every context (single household, families, etc).
- Steel packaging provides a **wide range of opening and dispensing solutions** to suit all product and consumer needs.



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Brand differentiation

Steel offers unique shaping, embossing and printing opportunities.

- Steel's premium aesthetic properties offer a **superior metallic finish and conductivity** (cool to touch)
- Steel's unique properties mean it can be **shaped, embossed and debossed**, allowing brand differentiation using the metal's material capabilities
- The metallic aesthetic of steel provides **premium secondary packaging** opportunities for high quality products like spirits and perfume



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Wide range of packaging sizes

Steel packaging is available in a wide variety of shapes and sizes, offering brands a complete product range for every occasion.

- A **diversity of volumes** from 50ml to 40l delivers a complete product range for every target group
- More than **1,500 food items** come in steel cans
- **Thousands of non-food products** are also packaged in steel, ranging from paint to shoe polish, waxes, aerosol sprays, finishes and lighter fluids
- Steel aerosols contain more than **1,500 different kinds of products** from food to lubricants and paints, as well as personal, medical and household items



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Convenience and on-the-go consumption

Steel packaging provides a wide range of opening and dispensing solutions to suit all product and consumer needs.

- Steel cans are both **portable** and offer individual portion sizes
- Steel offers **convenient opening options** such as Easy Open Ends (EOE)
- Because steel cans may be kept at ambient temperature, they can be **stored anywhere**, preserving contents **safely over time**

