

**M**etal packaging designed to successfully relaunch a consumer power tool made by Germany's Bosch Group was recognised with the top prize at this year's Cans of the Year Awards.

The awards were announced last month at The Canmaker Summit in Sitges, near Barcelona, in Spain.

For the nine judges — all industry experts — it wasn't an easy task to select the winners, with a record entry of almost 150.

The judges were looking for a container that would be the best ambassador for metal packaging on retailers' shelves, representing the quality, safety, convenience and aesthetics intrinsic to cans, while calling for the consumer's attention.

Made in China by Crown Speciality Packaging, the can for Bosch's IXO power screwdriver is being sold at leading do-it-yourself retailers and selected high-street outlets in Europe, North America and Asia-Pacific markets.

Bosch senior brand manager Pascal Fiedler claims the IXO screwdriver is the world's most successful power tool. Initially, sales of around 50,000 IXO were planned. However, demand was so enormous that more than 2.5 million units were sold in two years. At first the IXO was offered in three packaging variants: carton, plastics and metal. Nowadays, more than 95 percent of the sales is in metal.

Fiedler adds that sales have grown as a result of the added-value features of the product, but also due to the packaging. Bosch's marketing research team found out that consumers responded well to the packaging. "It also depends on the country. In Germany, for example, consumers are more product focused, while in France they focus more on style," says Fiedler.

"This premium packaging for the world's first lithium-ion power tool differentiates the IXO from its competitors in DIY stores as well as in more traditional retail environments," says Fiedler.

"Our innovative metal box underscores the quality and durability of our product and helps differentiate our brand to consumers. The visual appeal and enhanced

# POWERFUL TOOLS

*Brand managers are increasingly realising how metal packaging provides them with the right tool to convey a message of quality and convenience, as the canmaking industry awards, The Cans of the Year, show. Mónica Higuera and John Nutting report*



*A panel of judges selected Crown Speciality Packaging's can for Bosch's power tool as the Can of the Year 2005. Brazil's CBL won Gold in the three-piece food can category for its shaped can with peelable foil lid*

convenience of this package also allows us to speak to a broader range of consumers. This is important since the DIY market has become more demographically diverse in recent years."

The product is being featured in Lufthansa's WorldShop magazine, has

also appeared in the German edition of Elle and other women's and lifestyle magazines.

"Bosch has, with this new metal package, built on their powerful brand image with an entirely new demographic," said Stefan Guenther-Balbon, who is sales development manager at Crown Speciality Packaging in Germany. "Working with

## CANS OF THE YEAR



Gold winners in each category (clockwise from below): Klann Verpackungen - decorative cans; CCL - two-piece food cans; Corus Packaging Plus - prototype; Toyo Seikan Kaisha - general line; Crown Aerosols Europe - aerosol cans; Exal Corporation - bottles.



Coca-Cola's Scott Biondich, Exal's Michael Clark, The Canmaker's publisher Allan Sayers, and Coca-Cola's Eugenio Mendez receive the Delegates Choice award. Left: Crown Europe's president Bill Apted receives the Can of the Year trophy from Allan Sayers



of the product, while also appealing to a broader demographic in the DIY market. This was both a packaging and marketing challenge and we are pleased with the results on both fronts."

Most successful companies at the Cans of the Year Awards were Crown Holdings, CCL Container and Impress Group with three awards each, followed by Rexam and CBL each with two. Out of the 30 Gold, Silver and Bronze winners in the ten sectors there were 23 different companies, representing one of the broadest ever ranges in the nine years that the Awards have been held.

These were the highlights of the

the Bosch team, we were able to create a package that reflected the durability and quality

marketed by Sico that won Gold in Aerosols. While Crown has been using its blow-forming technology for many years, this time it was augmented by full-body shaping and graphics registered to the shape, which is designed to provide an ergonomic grip.

• Success with sales of slim cans to Red Bull has spun off into other sectors for Rexam Beverage Can Europe, which produced a new 28.4cl size for Inbev's Stella Artois beer, calling it 'Le Demi Artois', or half-pint in the UK and the US. This exploration of new markets won it Gold in the beverage can market, and pushing Rexam's US division into second for its recloseable 24oz Jolt energy drink can.



awards from each category:

• Crown's aerosol division in the UK applied a range of technologies for the tyre-repair and inflation product



• The Bottles category was a newly-introduced category for the Cans of the Year Awards, recognising their emerging importance. Leading exponent Exal won Gold for its stylish aluminium bottle for Coca-Cola's Lovebeing drink launched in clubs in the US. A key feature is the use of decorative inks that glow in UV light. This container was in the short list for the overall Can of the Year Award and won the Delegates Choice Award at The Canmaker Summit.

CCL won Silver in the bottles category and Japan's Daiwa took Bronze for its 10cl aluminium bottle.

• The judges loved the stylish storage can entered by Klann, the German canmaker that has won many Cans of the Year awards. Smooth and with good fit, it is a prime example of the decorative container manufacturer's art.

• If Rexam's recloseable drinks can didn't win the beverage category, its closure designed and made by Dayton Systems Group was the clear Gold winner in the Ends, Caps and Closures class. This clever tinfoil twist-off cap opens up the beverage can to new markets that have been long overlooked.



## CANS OF THE YEAR

• Two-piece food cans embraced a wide range of technologies, but the aluminium jar with a child-proof plastics twist-off cap made by CCL Container offers the nutraceutical and vitamin markets a completely new alternative to glass jars, winning Gold. But Impress's drawn cans with easy-open ends in steel and aluminium foil were very close.

• Exciting innovation in three-piece food cans was shown by Brazil's Companhia Brasileira de Latas, which won Gold and Bronze for its shaped and decorated cans for cocoa and cooking oil featuring added value items such as peelable lids and pour spouts. They were separated by Malaysia's Kian Joo Can, with a beautifully-decorated beaded body using UV-cured inks for packing Ayam Brand corn.

• Added-value takes on a completely new meaning in Japan where Toyo Seikan has developed a rectangular paint can for Asahipen that features high-quality

Rexam won Gold in the drinks can category for its half-pint Stella Artois can, and Silver for the 24-oz resealable can for Jolt energy drink using a twist-off cap from Dayton Systems Group, which won a gold award

graphics and the novel feature of having a roller tray incorporated into the lid. That made it a Gold winner.

Equally startling was Aro's Silver-winning can for paint and chemical products which is easier to open than traditional cans.

• While Crown's metal container for the Bosch drill was a clear Gold winner in the promotional category, Glud & Marstrand's DVD box showed just how much better

decorated metal is in offering a quality look for this sector.

• In the prototype category, it was a close run race between Corus's Buzz — a combination of a plastics design containing a small metal aerosol can that held the propellant — and Tubex's clever asymmetric aluminium aerosol can, which is part of the Truspray system being launched this Autumn. In the end it was the Buzz system that swung the judges, who liked the way it could show the possible combinations of metal and plastics.

• The Student prize went to Francis Chabloz of the Ecole Cantonale d'Art de Lausanne for his prototype of a tinplate bottle that features an easy-open end on the base. • *The next Cans of the Year Awards will take place in Singapore on 6 April 2005, during Cannex.*



## The Cans of the Year Awards 2005

### Can of the Year

Crown Speciality Packaging (France). Embossed and decorated promotional container for Bosch Group's IXO power screwdriver.

### Delegates' Choice

Exal Corporation (USA). Shaped impact-extruded aluminium bottle using a crown cork closure and UV-sensitive inks for Coca-Cola Co Lovebeing drink brand.

### Aerosol cans

**Gold:** Crown Aerosols Europe (UK). Blow-formed tinplate aerosol container for Sico tyre repair and inflate product.

**Silver:** CCL Container (USA). Impact-extruded aluminium container with bullet-shaped neck and Calmar actuator for Procter & Gamble's Febreze air freshener.

**Bronze:** Envases Group (Spain). Impact extruded aluminium container with shaping for Lynx Dry deodorant.

### Beverage cans

**Gold:** Rexam Beverage Can Europe (UK). Half-pint aluminium can for InBev's Stella Artois brand.

**Silver:** Rexam Beverage Can Americas (USA). 24-oz aluminium DWI can with resealable lug cap for Jolt energy drink.

**Bronze:** Amcor Australasia (Australia). Shaped 35.5cl aluminium DWI can for Jim Beam and cola mixer.

### Bottles

**Gold:** Exal Corporation (USA). Shaped impact-extruded aluminium bottle using a crown cork

closure and UV-sensitive inks for Coca-Cola Co Lovebeing drink brand.

**Silver:** CCL Container (USA). Shaped impact-extruded aluminium bottle with a lug cap for Snapple's Elements energy drink.

**Bronze:** Daiwa Can Company (Japan). 10cl aluminium DWI Mini-Bottle Can with screw top for health and energy drinks.

### Decorative cans

**Gold:** Klann Verpackungen GmbH & Co (Germany). Rectangular decorated storage container.

**Silver:** Hoffmann Neopac AG (Germany). Decorated pocket-sized container for After Eight mints.

**Bronze:** Independent Can Company (USA). Highly embossed 70th anniversary container for Monopoly.

### Ends, caps and closures

**Gold:** Dayton Systems Group (USA). Twist-off lug cap for Monster two-piece beverage containers

**Silver:** Pirlo Metal Packaging (Austria). Slip lid for paint cans that includes a transparent panel to identify the colour.

**Bronze:** Impress Group (France). Peelable lid for Dreistern range of microwaveable ready meals.

### Food cans, two-piece

**Gold:** CCL Container (USA). Aluminium jar with child-proof screw top for weight-control and vitamin supplements produced by Goen Technologies Cos.

**Silver:** Impress Group (France). Drawn decorated cup with tinplate easy-open end and serving fork for Turkish Yurt foods.

**Bronze:** Impress Group (France). Drawn Tripod can with Easy-Peel membrane lid for Petit Navire tuna.

### Food cans, three-piece

**Gold:** Companhia Brasileira de Latas (Brazil). Shaped welded tinplate container with aluminium peelable lid for Nestlé's Nescau chocolate.

**Silver:** Kian Joo Can Factory Berhad (Malaysia). Tinplate can for Ayam Brand corn using UV-cured external coatings and easy-open end.

**Bronze:** Companhia Brasileira de Latas (Brazil). Shaped tinplate container with pour spout for Canola cooking oil.

### General line cans

**Gold:** Toyo Seikan Kaisha Ltd (Japan). Rectangular container for paint that includes carrying handle and roller application tray for Asahipen Super-Coat product.

**Silver:** Aro (Brazil). Tinplate paint can with no ears for the handle.

**Bronze:** Müller & Bauer GmbH & Co., KG (Germany). Necked out tinplate container with easy-open end for hot melt industrial glue sticks for Jowat.

### Promotional cans

**Gold:** Crown Speciality Packaging (France). Promotional container for Bosch Group's IXO consumer screwdriver.

**Silver:** Glud & Marstrand A/S (Denmark). Decorated tinplate movie DVD container.

**Bronze:** J. L. Clark Co (USA). Embossed and decorated rectangular tin, part of Spiderman merchandising.

### Prototypes

**Gold:** Corus Packaging Plus (The Netherlands). Plastics container with internal three-piece aerosol can using conventional propellant.

**Silver:** Tubex GmbH (Germany). Asymmetrically-shaped impact extruded aluminium aerosol can.

**Bronze:** DS Containers (USA). Polymer-coated DWI steel aerosol container.