

WINNER 2006



Winner Can of the Year 2006

Exal Corporation (USA)

Coca-Cola Blak – coffee cola drink An aluminium bottle for Coca-Cola's Blak coffee-cola drink won this year's Can of the Year award.

The award was presented during The Canmaker Summit conference held in Spain from October 10-11.

The Cans of the Year awards – backed by The Canmaker magazine – are presented in recognition of great design and innovation in metal packaging being used commercially.

Although it is six years since a metal bottle last won the overall, the Coca-Cola design in a promotional version made by Exal Corporation in the US and its subsidiary Boxal in France was last year's delegates choice.

This year it won the Gold award and the overall Can of the Year prize. "The Blak bottle was the clear winner overall," said one of the judges, "it

was the sexiest of the lot."

Michael Clark, sales manager of Exal, was thrilled at receiving the award. "The bottle has been a long time in development and it's not fully executed, but it is good to be creatively recognized," he said.

Aluminium bottles have been increasingly used for special promotions by beer and beverage companies because they offer better marketing opportunities than glass. They are also lighter, have higher-definition graphics, cool faster and feel colder when handled.

Coca-Cola Blak is a premium brand first launched in the aluminium bottle in France earlier this year with other launches expected elsewhere in Europe soon.

Most successful company was Japan's Toyo Seikan Kaisha with five awards, followed by Exal, Impress and Petrox with three awards each, and Ball, Brasilata, Crown, Daiwa and Tubex each with two awards.

Other categories

Delegates choice

2006 Winner

Heineken, Boxal SA

Aerosols:

Gold Faultless Starch, DS Containers

Silver Nivea, Tubex GmbH

Bronze Three-piece steel aerosol with pre-applied digitally printed label
Impress Metal Packaging

Beverage cans, two-piece:

Gold Coca-Cola, Ball Packaging Europe

Silver Starbucks Iced Coffee, Rexam
Beverage Can Americas

Bronze Brain Twist's Defence, Ball
Corporation

Beverage cans, three-piece:

Gold Pokka Aromax, Daiwa Can
Company

Silver Kirin Namacha Gyokuro, Toyo
Seikan Kaisha

Bottles:

Gold Coca-Cola Blak, Exal Corporation

Silver Heineken, Boxal SA

Bronze Uruoi-Biritsu Wellness Drink
(House Foods Corporation)
Toyo Seikan Kaisha and Japan Crown
Cork

Decorative:

Gold First Gum & XX Enerzon, Hoffman
Neopac GmbH

Silver White & Mackay Scotch Whisky,
Klann Verpackungen GmbH

Bronze Roots Coffee, Toyo Seikan
Kaisha

Ends, Caps and closures:

Gold Kirin Namacha Gyokuro, Toyo
Seikan Kaisha

Silver 1-piece drawn steel lid, plastic
threaded neck for hazardous chemicals
Petrox Containers

Bronze Ploc Off – Nut Mix, Brasilata SA

Food cans, two-piece:

Gold Daesang Club Luncheon Meat can,
Impress Metal Packaging

Silver Glico Gaba Chocolates, Daiwa
Can Company

Bronze Appel 200g Herring & Tomato
Snack, Impress Metal Packaging

Food cans, three-piece:

Gold Olive oil range, Falco SpA

Silver Crosse & Blackwell's Waistline
shaped can range, Crown Food Europe

Bronze Toleno Coffee, Brasilata SA

General line cans:

Gold The Decocan, Blechwarenfabrik
Limburg

Silver Gulf brake fluid, Petrox Containers

Bronze Welded tinsplate can, full-aper-
ture easy-open lid, UN approved for
dangerous solids & fluids, Muller &
Bauer GmbH

Promotional cans:

Gold Eukanuba 60 th Anniversary can,
Independent Can Company

Silver Miller's talking can, Riverside
Technologies

Bronze Gillette shaving foam, Crown
Aerosols Europe

Prototypes:

Gold 2-piece tinsplate draw-redraw can,
inbuilt neck for hazardous chemicals,
Petrox Containers

Silver Wellaflex aerosol, Tubex GmbH

Bronze sTULC can, Toyo Seikan Kaisha