

World Aluminium Aerosol Can Award 2015

Lightweight travel formats



photos: Aerobal

Lightweight aluminium aerosol can with a 25% recycled aluminium content

The winners of the World Aluminium Aerosol Can Award have been announced. They were chosen by a jury of journalists from internationally renowned specialist packaging media, including Angelika Meiss, Senior Editor from COSSMA Magazine. Twelve editors from four continents voted and chose winners in two categories: prototypes and cans that are already on the market.

Aerobal, the International Organisation of Aluminium Aerosol Container Manufacturers, organises the international competition every year. The aim of the competition is to reflect the capability of the aluminium aerosol can industry worldwide. In particular, it demonstrates the innovative capability of the member companies of the association, which, after all, account for about 70 per cent of the global production of aluminium aerosol cans.

However, the competition also shows the important trends in this form of packaging and provides the markets with valuable impulses. Time and again this therefore results in new ideas, designs and products that give a further boost to the aluminium container in the competition worldwide.

Ultra-lightweight can

The winner – among the aluminium cans that are already on the market – was the **Fa Mystic Moments** can from **Henkel**. The can producer **Ball Corporation** and **Henkel Beauty Care** continue to pioneer sustainable aluminium aerosol packaging. With the release of the **Fa ReAlcan**, the producer has succeeded in producing an ultra-lightweight aluminium aerosol can of only 20 grams in weight, which has a 25% recycled aluminium content. This metal alloy is stronger and lighter without affecting the package integrity. For a

150- and 200-ml sized can, **Henkel's Fa Mystic Moments** is now the lightest commercially available can in the market. This lighter weight **ReAl** technology will result in a product carbon footprint reduction of an estimated 12%. Additionally, despite the increased alloy strength, the producer has managed to develop a container with a deep shape to produce a can with a distinctive shelf presence.

This example shows that brands striving for a more sustainable packaging can achieve their goal without having to water down their requirements regarding design and impressive shelf presence.

Ergonomic travel format

The **Evolution Mini Shape**, a can from Swiss manufacturer **Nussbaum** branded with **Nussbaum Sun Spray 50 ml**, was the winner in the **Prototype category**. This promotional format ex-



Meeting the needs of today's mobile society

tends the portfolio of the **Evolution Range** further and with its 50 ml contents is the perfect size for travelling. The ergonomically shaped profile offers an attractive solution for applications such as cosmetic, care, pharmaceutical, food and technical products. The impact of the photorealistic image is achieved with the help of laser engraved printing plates. The range is available in various diameters for volumes from 50 to 250 ml. The Evolution Mini Can, with its 35 mm diameter, is the ideal size for contents of 75 ml – a volume that perfectly suits the new compressed can technology.

The members of the jury liked the realistic image that has a high affinity to the product, a colourful design, as well as the useful format for travelling. They appreciated the fact that the

smaller volume product, for once, does not come along in a cheap-looking plastic bottle, but in an attractive, ergonomic can which is a treat to the eyes.

If one looks at the winning cans in both categories, one can clearly see how Aerobal's member companies are reacting to developments in the packaging markets and trends in society with contemporary solutions. The Fa can from Ball responds to global demands for greater sustainability and presents an eco-friendly product that, nevertheless, still fulfils the highest demands for design and appearance. And among the prototypes the Evolution Mini Shape from Nussbaum meets the needs of today's mobile society.

Gregor Spengler

Secretary General, Aerobal
Head of Packaging at Gesamtverband der Aluminiumindustrie (GDA), Düsseldorf, Germany



SystemKosmetik

Produktionsgesellschaft für kosmetische Erzeugnisse mbH

Profitieren Sie von unseren Leistungen:

- Service-Bausteine
- Qualitäts- und Umweltmanagement
- 24h Online-Portal
- hohe Flexibilität bei Entwicklung und Herstellung

Raiffeisenstraße 2 • D-86692 Münster am Lech
Tel.: 08276 / 58 49 0-0 • www.systemkosmetik.de



Always transparent:
Airless dispensers
that help you show off.



The new PET (Polyethylene terephthalate) Airless Dispensers from MegaAirless offer perfect transparency, comparable to that of glass – thus allowing the consumer to see the exact color of a product like a make-up shade. And of course, our PET containers offer increased barrier properties, as well as recyclability. Please visit us at www.mega-airless.com

JK
LIP CARE BY KHK

**Full service lipcare
Own private label
production in Cologne**

IKW
Industrieverband
Körperpflege- und
Waschmittel e.V.
Nr. 260456

Pfeiffer
CONSULTING
Cosmetic-GRUPP
160 2216 0000

New: Vegan formula „Nature“
+49(0)221/9854730 sales@lipcare.de www.lipcare.de/private-label



Marketing

Key global trends 2015 and beyond

Ingredients

Sustainably produced ingredients from olive fruit oil

Packaging

LuxePack 2015: New application gestures and formats

Market Survey

Service providers: Who provides what service?



VIP of the Month

Dr Henry Haeusler, Experchem, about new findings for hyaluronic acid gels

