

ALUMINUM AEROSOL CANS:

# FOR MODERN CONSUMERS WHO WANT IT ALL

from CCL 



A World Leader in Aluminum Aerosol Can Manufacturing.



## TABLE OF CONTENTS

- ▶ A Modern Solution for the Modern Consumer 3
- ▶ Top Categories for Aluminum Aerosol Cans 4
- ▶ Aluminum Aerosol Cans vs. Steel 6
- ▶ Elevate Your Brand to Premium 8
- ▶ The Premium Look 9
- ▶ The Premium Feel 10
- ▶ Remarkably Sustainable 11
- ▶ Why CCL Container? 12

# A MODERN SOLUTION FOR THE MODERN CONSUMER

There was a time when no packaging solution checked all the boxes. If you want a beautiful design, you have to sacrifice sustainability. If you want sustainability, you have to sacrifice durability. If you want durability, you have to sacrifice design.

*This is no longer acceptable to today's consumer. They want it all.*

Thanks to modern aluminum aerosol cans, you can give it to them.





# A MODERN SOLUTION FOR THE MODERN CONSUMER

(continued)

*Everything about aluminum aerosol cans is made for today. Virtually unlimited design and color options. Elegant finishes. Lightweight and easy to handle. Supremely recyclable.*

These attributes help you claim the “premium” position in the heart and mind of the consumer, where you can live rent-free and reap the rewards of long-term customer loyalty.

# TOP CATEGORIES FOR ALUMINUM AEROSOL CANS



## HOME AND GARDEN

Air fresheners, cleaners, disinfectants, insect repellents, etc.



## AUTOMOTIVE CARE

Refrigerants, lubricants, anti-corrosive coatings, polishes, etc.



## PERSONAL CARE

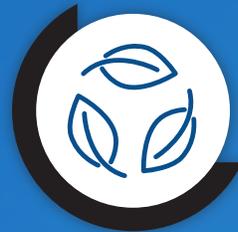
Hair care, skin care, deodorant, sunscreen, men's grooming, etc.

# ALUMINUM AEROSOL CANS VS. STEEL



## Weight

Aluminum is almost three times lighter than steel. Aluminum weighs 169 pounds/cubic foot, compared to 490 pounds/cubic foot for steel.



## Sustainability

Aluminum and steel are both recyclables. Aluminum, however, can incorporate threading, which translates to fewer plastic components.



## Corrosion

Aluminum won't rust. Steel will rust, which can cause staining. Paint or protective coating must be applied to steel to prevent rusting.



## Overall Value

Although steel is admittedly cheaper, advantages in terms of weight (less expensive to transport), corrosion (no chance of rust), and contouring (creative curves) make aluminum the better overall value.



## Contouring

Aluminum is less dense and more malleable than steel, creating opportunities for more dynamic, seamless contouring with no lip at the bottom.





# ELEVATE YOUR BRAND TO PREMIUM

When you introduce your new brand or refresh your legacy brand with an aluminum aerosol can that's sleek and modern with vibrant colors, you create the perception that your brand is premium.

- ▶ *Premium stands out on the shelf.*
- ▶ *Premium commands a higher price.*
- ▶ *Premium is more attractive to consumers, especially for eco-friendly brands.*

Need proof of the impact of high-end aluminum containers?

Look at alcoholic beverages. Once the exclusive domain of beer, aluminum bottles are now the preferred containers for premium brews, liquors, premixed cocktails, and even wine.

Aluminum aerosol cans can elevate your home and garden, automotive care, or personal care brand in the same way.

*Here's how CCL Container achieves that premium look and feel >*

# THE PREMIUM LOOK

*Rich, bold colors and graphics, and a variety of textures and surface effects allow you to capture the true essence of your brand, whether elegant and refined, tough and rugged, or fun and whimsical.*



## MULTI-COLOR LITHOGRAPHY

CCL Container uses computer-controlled, multi-color lithography with up to nine colors plus basecoat, as well as halftones and duotones, providing brands with virtually unlimited options for graphic effects and imagery.



## FLUORESCENT

If you want your consumer brand to truly shine on the shelf, our fluorescent decorating capabilities will bring energy and life to your aluminum aerosol container – and attract consumers to your brand.



## SPECIALIZED FINISHES

From the modern vibe of brushed aluminum, to the dramatic shine of metallic and high-gloss, to the luxurious feel of soft touch, we can design your aerosol can with a finish that makes a strong statement.



## EMBOSSING/ DEBOSSING

Raised and indented graphics, logos, and typography give your aluminum aerosol can more depth – literally and figuratively. Seamlessly combining embossing and debossing can produce a truly one-of-a-kind look.

## THE BEST PART OF ACHIEVING THE PREMIUM LOOK?

*Consumers notice. They gravitate to packaging that speaks to them. Then they buy.*

# THE PREMIUM FEEL

Aluminum aerosol cans come in a variety of sizes – 35mm to 76mm wide and 70mm to 265mm tall.

Unlike other types of containers, aluminum aerosol cans are also designed and manufactured in a wide range of shapes.

## BodyShapes™: The “Cool” Factor

BodyShapes™, CCL Container’s shaping technology for rigid aluminum packaging, adds the “cool” factor to aluminum aerosol cans.

Whether you’re looking for subtle contours, dramatic cut angles, or elegant contours that extend the full length of the container, we can create a container that your customers will never want to put down.

***We can help you “rightsize” and “rightshape” your aluminum aerosol can.***



# REMARKABLY SUSTAINABLE

Did you know experts estimate that 75% of all aluminum ever produced in the United States is still in use today?

Aluminum is the most recyclable material on the planet. Not only does aluminum continue to stand the test of time and conserve natural resources, but unlike plastic and other packaging materials, aluminum is non-toxic!



Consumer are demanding that the brands they support show a real commitment to sustainability. ***Are you listening?***



# WHY CCL CONTAINER?

CCL Container is North America's leading manufacturer of aluminum aerosol cans for a reason. Several reasons, actually.

- ▶ *We use the most advanced design and processing systems in our three manufacturing facilities, all of which are ISO 9002-registered.*
- ▶ *The knowledge and expertise of our staff are second to none.*
- ▶ *We specialize in developing aluminum aerosol cans that distinguish your brand from the competition and stand out on the shelf.*
- ▶ *We have a proven track record of helping brands increase sales and customer loyalty for all the right reasons.*

**TIME TO GO PREMIUM >**





*A World Leader in Aluminum  
Aerosol Can Manufacturing.*

---

*TIME TO GO PREMIUM*

**[cclcontainer.com/aluminum-aerosol-cans](http://cclcontainer.com/aluminum-aerosol-cans)**

*For complete information, please  
call: **724-981-4420** or  
email: **kkizer@cclind.com***

---

CONNECT WITH CCL 