

Two-piece can 'fashion' decoration

By Janis Osborn

Publisher:



www.canmakingnews.com

19 May 2005

Today's menu

- What is fashion decoration?
- Why decorate?
- What's going on?
- Market trends
- Industry views
- Manufacturing
- About canmakingnews.com



www.canmakingnews.com

19 May 2005

What is 'fashion' decoration?

- Definition
- Examples



What's going on?

- Song Airline & Lime Coke
- Coke 'Enjoylight'



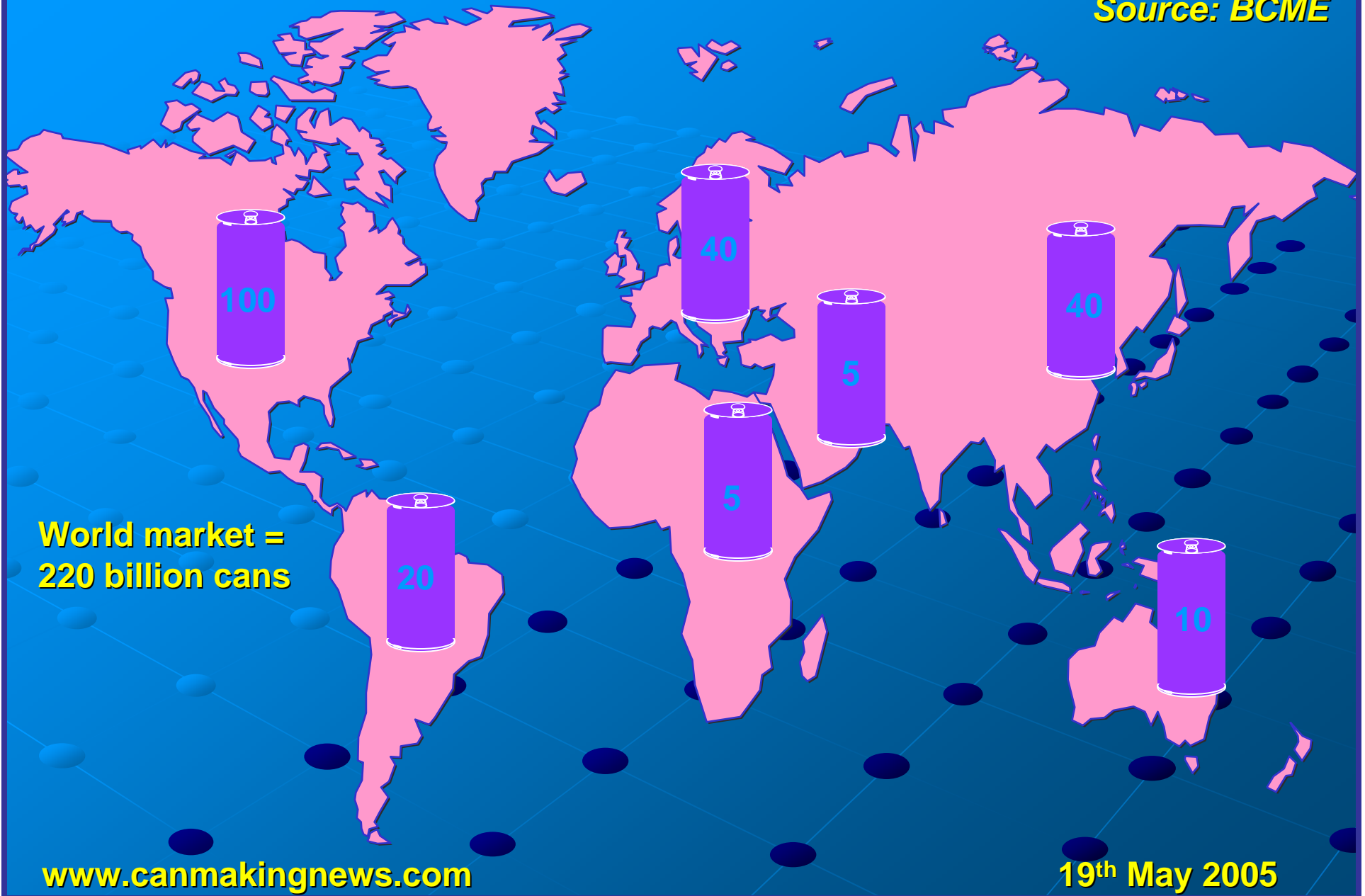
Market trends 1:

- Value
- Trends
- Geographical splits



2004 World Beverage Can Market

Source: BCME



World market =
220 billion cans

Market trends 2: Contents

- Typical 'fashion' can contents
- Contents opportunities

www.canmakingnews.com



19 May 2005

Market trends 3: Contents

- Fashion can pioneer
Coke represents 1/3 of
the market
- In the US, cans account
for 50% of CSD & beer
sales in volume



Market trends 4: Contents

Perfume as a new
type of content is a
growth opportunity

(here in a
3-piece can)



Industry views

‘We have observed fashion cans as a growing trend over the past couple of years. This will continue.’

Crown Bevcan Europe & Middle East

www.canmakingnews.com



19 May 2005

Manufacturing Techniques

- **Can design**
- **Inks**
- **Printing techniques**



About



- Canmaking News is the world's online market leader for news in the metal packaging industry.
- We reach the largest number of key decision makers, for canmakers, suppliers and fillers in the canmaking Industry.

www.canmakingnews.com

19 May 2005

Contact me

Janis Osborn

Publisher

Email: janis@canmakingnews.com

Tel: +44 1795 535221

Cell: +44 7958 500011



www.canmakingnews.com

Conclusion

Cans are
cool!

Whatever the
contents, with
fashion and
decoration you
can go all the
way....



Thank you