



2007 IMDA Annual Convention



KEYNOTE PRESENTATION



Norm Neider

TIME TO SIEZE THE MOMENT

THE CANMAKER

THE CANMAKER



www.MetalDecorators.com





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TIME TO SIEZE THE MOMENT

Mr. Nieder is originally from Pittsburgh, Pennsylvania. There he attended Duquesne University majoring in Physics and minoring in Mathematics. He also has BA Degree in Business Management from LaSalle University. Mr. Nieder brings to the packaging industry over 40 years of diversified packaging development experience starting at Stoner Mudge in 1961 to 1966 in paint formulating of coatings used for food and beverage packages, to the J. H. Heinz Company until 1977 where he worked in Plant Quality Assurance, Corporate Packaging Specification development and Can Manufacturing serving in the areas of Plant Management, and Field Technical Services. From there, he was employed by the Joseph Schlitz Brewing Company in Milwaukee, Wisconsin until 1982 where he headed up the Corporate Packaging function as Senior Manager of Packaging Evaluation & Specifications.

For 22 years, Mr. Nieder was employed by Anheuser-Busch, where he was Senior Director of the Packaging Technology Department. His group had worldwide responsibility for all of the packaging specifications, and packaging materials used by Anheuser-Busch. This included cost reduction/light weighting and new package development. His duties included management of a \$7 million (US) budget and 17 engineering based people. Mr. Nieder retired from Anheuser-Busch in March 2002.

Mr. Nieder is past chairman of the Packaging Management Council---members were the top packaging professionals in 35 of the Fortune 500 Companies. He is also past President of the National Beverage Packaging Association, and was a professional member of the Packaging Institute. He is listed in the Who's Who of Packaging. He also serves on the editorial board of the Canmaker Magazine, a world-wide publication published in Great Britain. In November 2002, Mr. Nieder was inducted into the Packaging Hall of Fame by the Packaging Machinery Manufacturers Institute (PMMI). Major accomplishments include light weighting of food cans using latest can making technology, development of operating specifications for C1S label stock, leading the beer industry in the introduction of the 204 diameter can lid, starting up a glass plant producing the lightest Narrow Neck Press & Blow glass beer bottles, development of the first plastic beer bottle to meet Anheuser-Busch's quality standards, and extending A-B's quality philosophy internationally.

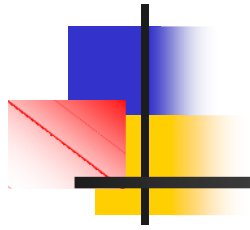
THE CANMAKER

THE CANMAKER



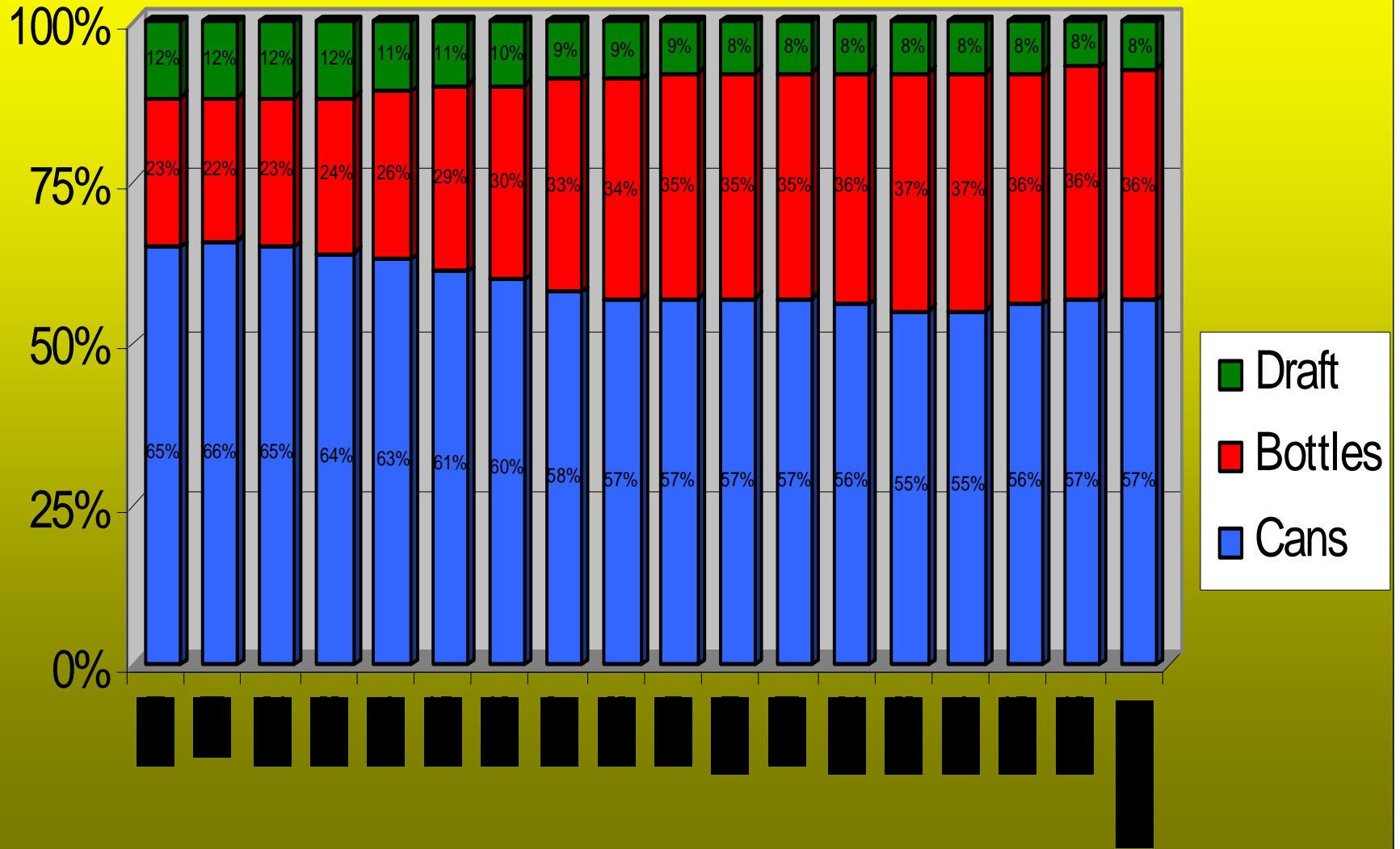
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**“TIME TO SIEZE
THE MOMENT”**

ESTIMATED BEER INDUSTRY PACKAGE MIX





CURRENT

B&B



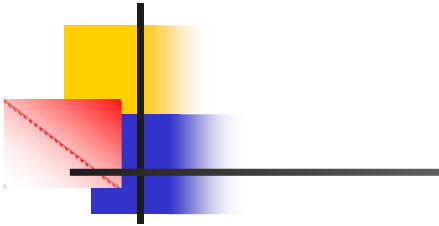
LT. WT.

B&B



LT. WT.

P&B







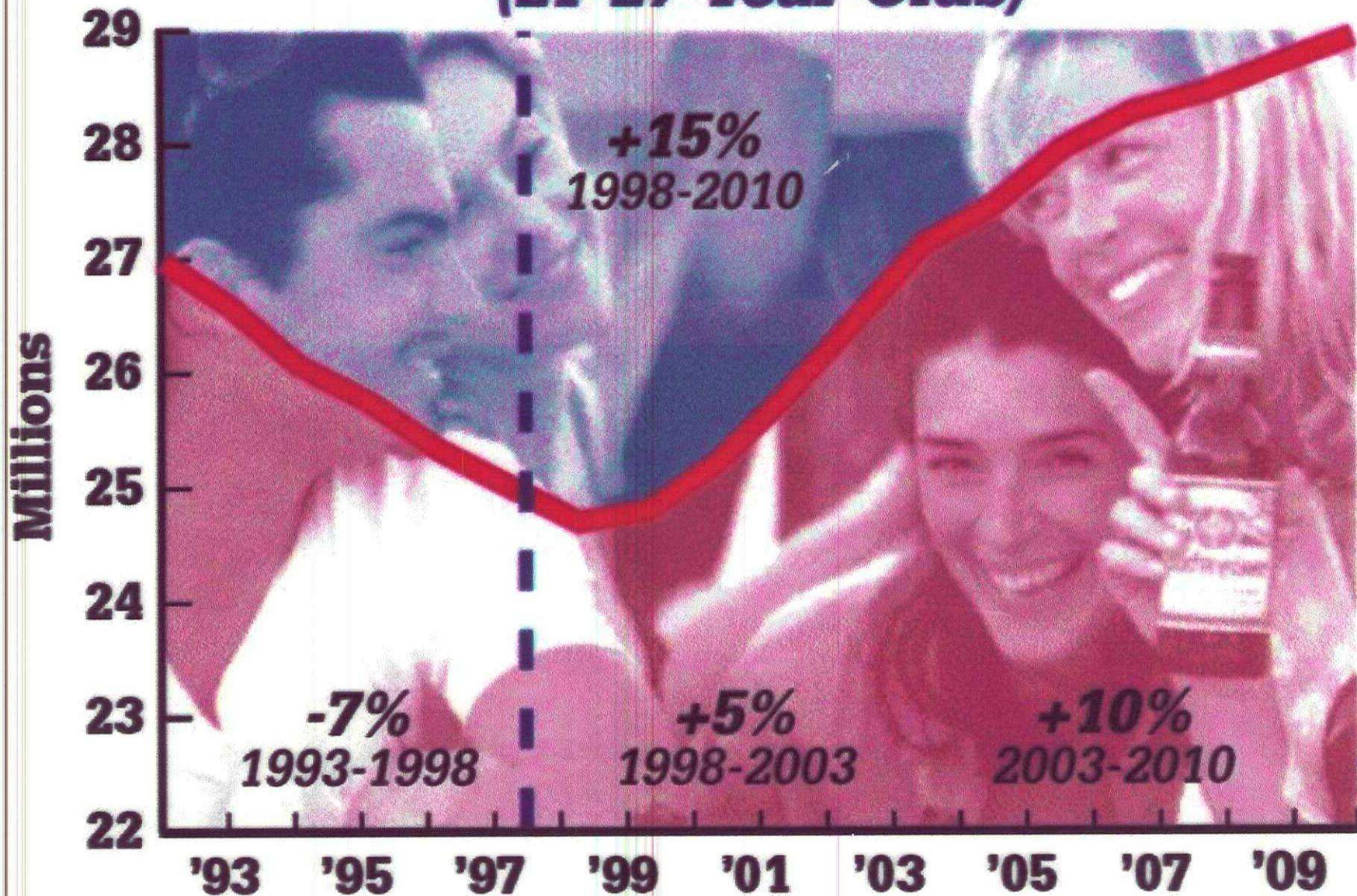
CANS:

**“The Can is a Can, They All
Look Alike, No Pizzazz, Same-O,
Same-O”**

BOTTLES:

**“Glass is Classy, Different,
Distinctive, I want to be Seen with
it”**

Improving Demographics (21-27-Year-Olds)





SUPPLIER/USER BENEFITS:

ALUMINUM INDUSTRY:

More Aluminum to be sold

COATINGS INDUSTRY:

More Gallons of Coatings to be sold

INK INDUSTRY:

Full container graphics, new colors

MACHINERY INDUSTRY:

**New Equipment, Change Parts, for
Manufacturers/Users**

BEER/SD INDUSTRIES:

Increased Sales== \$\$\$\$\$\$s

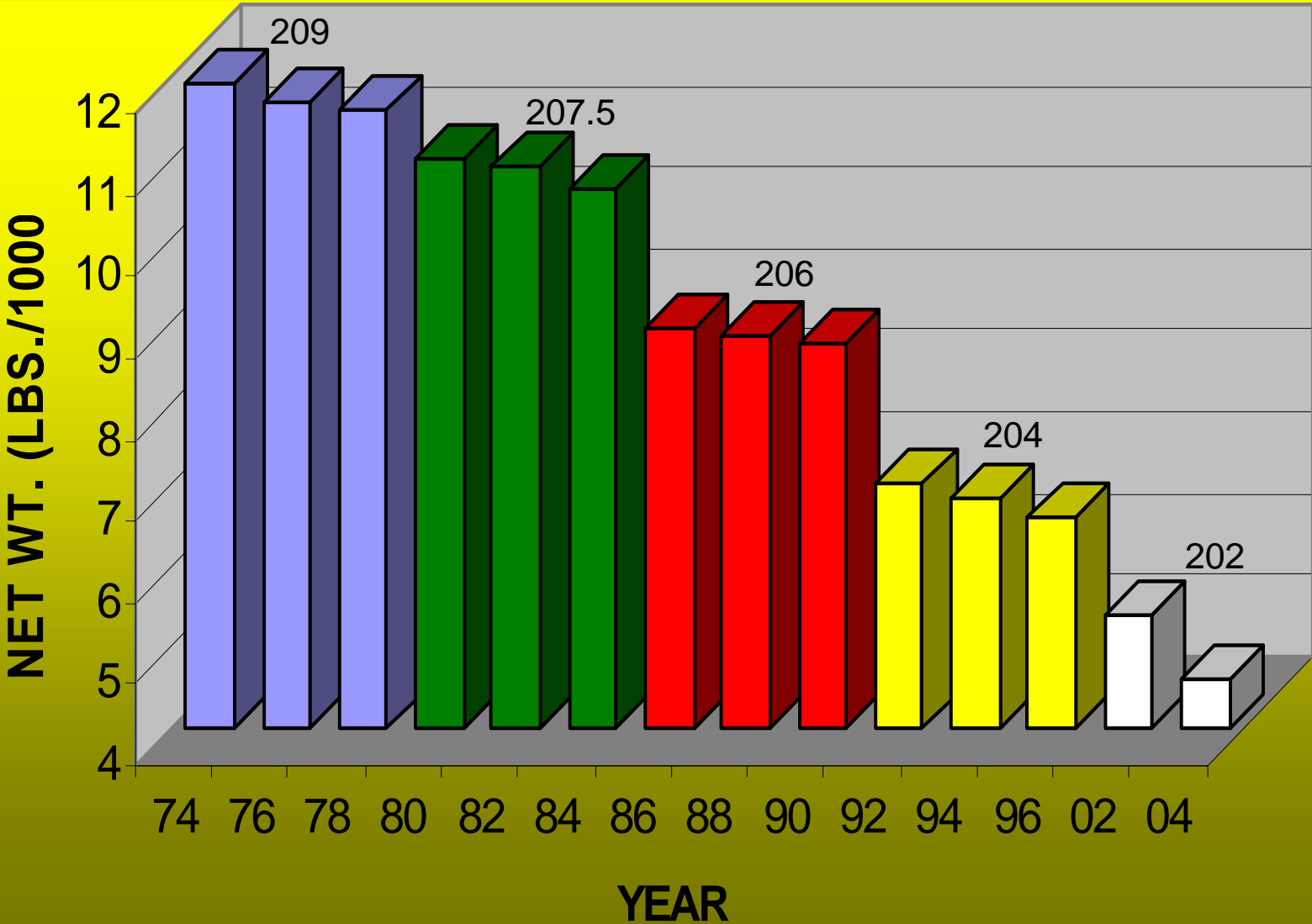


QUESTION ??

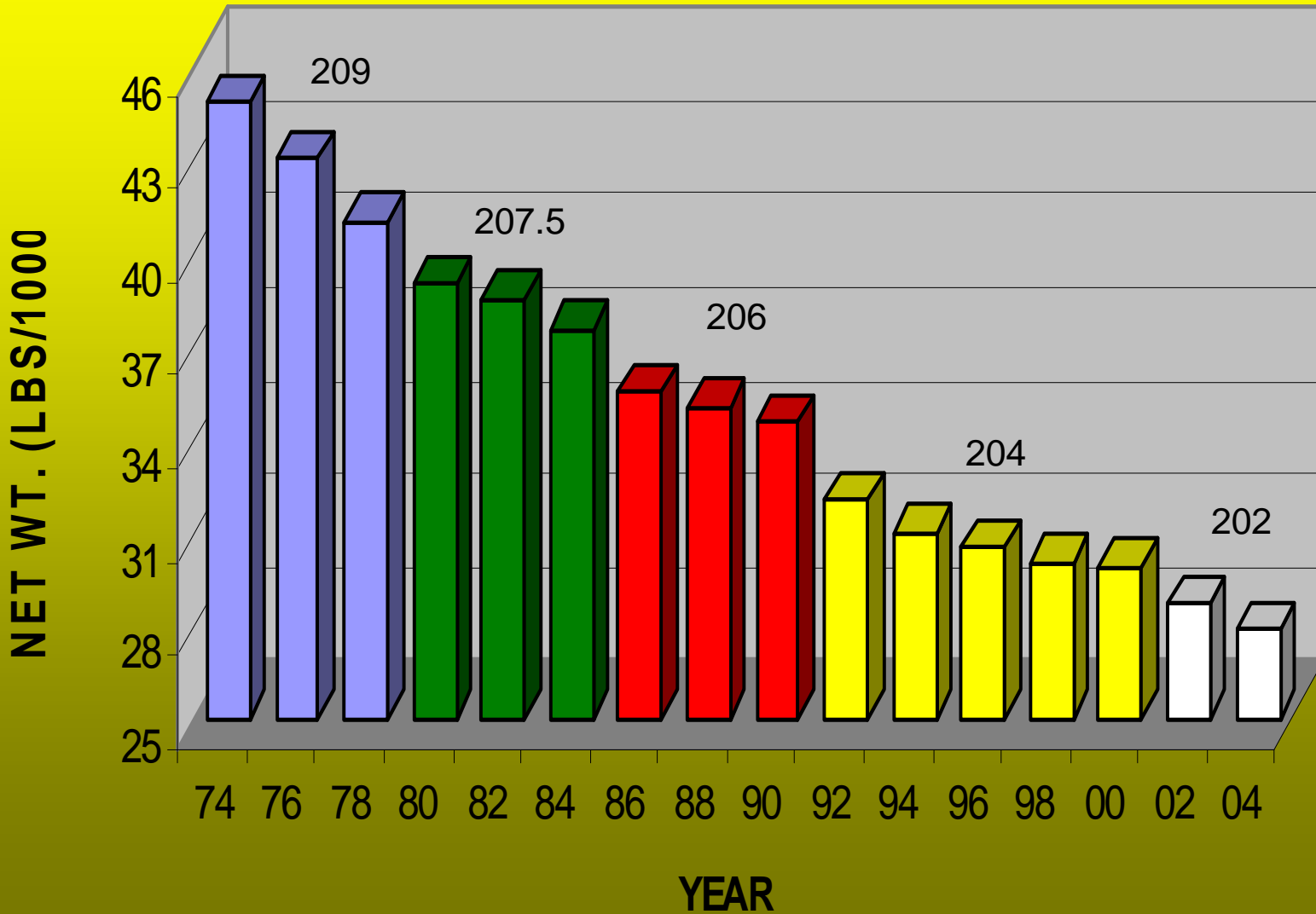
**SO,
WHAT'S THE PROBLEM ????**

**PATIENCE
&
GREED**

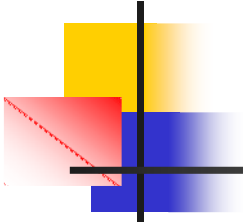
LID LIGHTWEIGHTING HISTORY



CAN & LID LIGHTWEIGHTING HISTORY



PACKAGING COST COMPARISONS*



**16oz. DWI
202
Alum Can**

1.0

**16oz. P&B
28mm
Glass Btl**

0.9

**16oz. Plastic
28mm
Beer**

2.0

**16oz. Plastic
38mm
Soft Drink**

0.7

ALUMINUM BOTTLE:

**16oz. TULC
28mm**

3.0-4.0

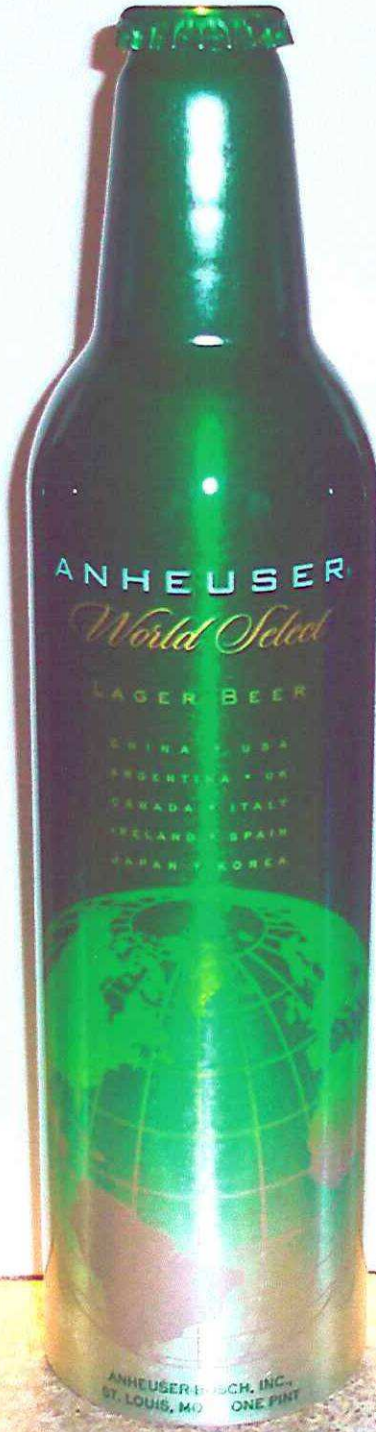
**16oz. MONOBLOC
28mm**

4.5-5.0

**16oz. C2C
28mm**

Less Than 3.0

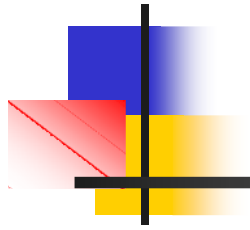
*** Does Not Reflect Closure/Label/Filling/Distribution Costs**



CONCLUSIONS



- 1. The Aluminum Bottle is a Winner**
- 2. Consumers want it**
- 3. The Brewing/SD Industries will fill all they can get their hands on**
- 4. This is a Package that will continue to Evolve**
- 5. The Future of the Aluminum Bottle will only be limited by our Imagination**



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