

AEROSOLS



ENHANCING PRODUCT DELIVERY AND BRAND APPEAL

The World of Crown Aerosols

Delivering today the vision of tomorrow

Welcome to the World
of Crown Aerosols,
a world defined only by
the boundaries of
imagination, innovation
and inspiration.
... a Partner driven
by World Class
Manufacturing techniques
to deliver best in class
product (quality).
... a Partner shaping
the future of aerosol
technology and
delivering it first to market
(innovation).
... a Partner that works
with you to build
greater brand equity
and loyalty (growth).
... a Partner that enables you
to deliver on your promise (service).
... this is the World of Crown Aerosols.



Aerosol's Role In Daily Life

Aerosols have evolved into an integral part of our busy lives. The simple push of a button releases a gentle mist of tiny droplets, which spread evenly and effectively over the targeted surface.

Whether applying deodorant, hairspray, shaving foam, air freshener or whipped cream, we use aerosols because they are convenient, hygienic and efficient.

Since aerosol packaging often improves product performance, Crown Aerosols works closely with customers to select the right specification, enhancing the delivery and features of products.

New uses for aerosol packaging are continually being developed. For example, bi-compartmental technology, long used for dispensing shaving gels, can also be used for a vast range of new applications, from bathroom sealants to cheese spread. Crown Aerosols is leading the field in this research.

Crown Aerosols can also help marketers increase brand awareness and appeal with its cutting-edge technology and expert knowledge of the industry.

While vibrant colours and graphics are sure to draw the eye of choosy consumers, Crown Aerosols has the ability to incorporate novel finishes and innovative shaping to further enhance product appearance. The technology available from Crown Aerosols is breathing new life into the Aerosol Market.

A simple push of a button... aerosols have a very bright future ahead.

All that tinplate aerosols can be

The properties inherent in tinplate, the material of choice for aerosol packaging, offer some fundamental advantages:

> Lightweight

Tinplate offers a cost-effective and impact resistant solution for a wide range of repeat use applications. It delivers your Brand to the consumer in optimum condition.

> Smooth

Tinplate's even surface is ideal for printing and decorating, making the package a great "billboard" for brand messaging.

> Light Reflecting

Designers can capitalise on this property by contrasting metallic and opaque effects, further enhancing package appearance.

> Rigid

Tinplate's long and successful record as a packaging material is due to its consistent performance in preserving products so that they are intact and still in good condition when they are dispensed.

> Flexible

Tinplate is easily formed, allowing it to be shaped into innovative designs, creating instant shelf appeal.

Crown Aerosols' extensive design facilities allow us to match any decoration and shape, resulting in a highly unique package for your Brand.



STANDARD CAN						
Diameter		Height		Style	Pressure Resistance	
45	mm	96 to 178	mm	Necked In	15, 18	bar
49	mm	119 to 222	mm	Necked In	15	bar
52	mm	105 to 244	mm	Necked In	12, 15	bar
52	mm	105 to 195	mm	Straight Walled	12, 15	bar
57	mm	136 to 257	mm	Necked In	12, 15, 18	bar
65	mm	122 to 300	mm	Necked In	12, 15, 18	bar
65	mm	104 to 240	mm	Straight Walled	15	bar

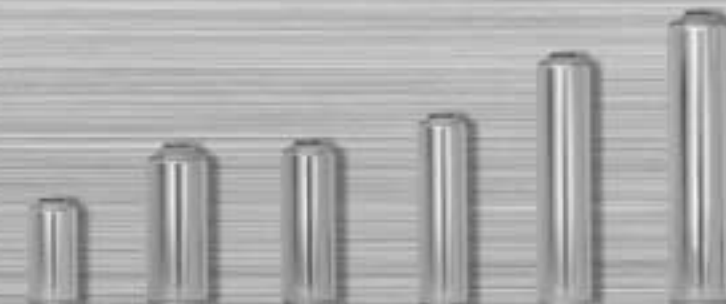


Crown Aerosols' Extensive Range Of Products

Crown Aerosols offer a whole range of aerosol cans and components, with a variety of sizes and pressure resistance specifications to meet your every need.

Whether you are looking for a simple 45mm x 96mm can, or a highly decorated internally lacquered 65mm x 300mm container, Crown Aerosols can supply the required package.

BI-CAN						
Diameter		Height		Style	Pressure Resistance	
45	mm	96 to 140	mm	Necked In	15	bar
49	mm	151 to 185	mm	Necked In	15	bar
52	mm	132 to 195	mm	Necked In	12	bar
57	mm	136 to 164	mm	Necked In	12	bar



COMPONENTS						
Can Diameter		Imperial (approx.)		Top Diameter	Bottom Diameter	
45	mm	114	inches	41	mm	42
49	mm	200	inches	45	mm	47
52	mm	202	inches	48	mm	50
52 (Str)	mm	202	inches	52	mm	52
57	mm	205	inches	52	mm	54
65	mm	211	inches	60	mm	63
65 (Str)	mm	211	inches	65	mm	65

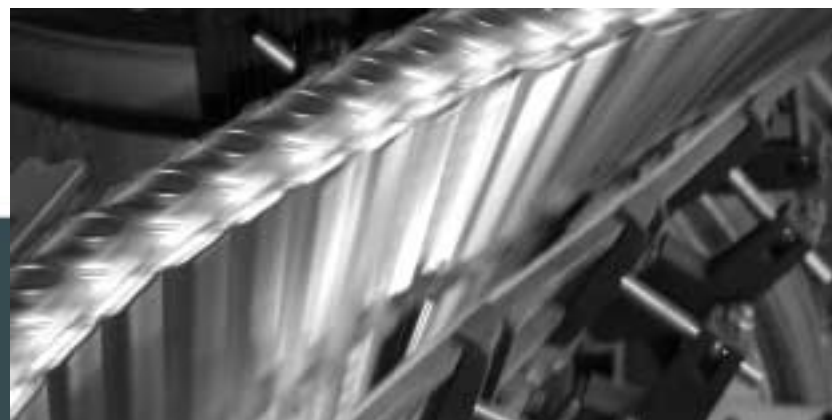
For more details, please see the specification sheets inserted into the back cover of this brochure.

Partners In Aerosol Development

Based in Wantage (UK) and Alsip, Illinois (USA), our R&D centres are dedicated to developing breakthrough packaging technology and continuously improving the cost effectiveness and performance of all our products and processes.

Today's aerosol can is the result of many years of investing in the latest engineering and scientific equipment, including computer aided design (CAD), manufacturing and product performance modelling. Crown Aerosols continues to invest in technology, with the vision of making the can the most efficient part of the supply chain.

Crown has the World's best and most productive R&D facilities for aerosol development



The best collection of can making know-how and experience in the World.

In addition to our people skills, we have a complete range of production and laboratory equipment for development work.

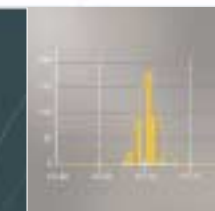
Process Development:
We continually challenge the status quo to ensure we manufacture our aerosol cans with the most up-to-date technologies.

Increased Cost Effectiveness:
In line with our World Class Performance methodology, our research, development and engineering activity is focused on delivering the right products, at the right time, at a competitive price, keeping your products ahead of the marketplace.

Product Innovation:
Our dedicated team of professionals can assist your product innovation with their structured approach.

Scientific Support:
Customers of Crown Aerosols benefit from unrivalled scientific support from a highly qualified R&D Team.

Time To Market:
Accelerating speed to market is crucial, driving Crown Aerosols to explore ways to reduce development time. For example, our predictive testing laboratory can assess compatibility in 1 month.



Decoration is our Art

With 70 percent of purchasing choices made at point-of-sale, marketers can build brand recognition and drive sales with packaging that makes an immediate impact on consumers.

One of the top packaging elements influencing buying decisions is colour, making high quality decoration, printing and graphics paramount.



Differentiation is our passion

Marketers know that differentiation is key to enhancing brand identity and increasing sales. To help make our customers' products "stand out from the crowd", Crown Aerosols is committed to offering novel and exciting developments in all aspects of aerosol packaging.

At our world class graphics centres and print facilities, Crown Aerosols works closely with customers from the first marketing brief to shelf presentation to design packages that achieve maximum impact and total customer satisfaction. Our experienced technical team helps products come alive, turning innovative concepts into state-of-the-art reality.

> High Definition Printing

Crown Aerosols employs hexachrome printing technology, a high quality, 6-colour system to achieve photo quality images with perfect definition and contrast. This process uses a highly accurate "stochastic" printing screen, which enables the combination of the hexachrome process and direct tones to magnify the effect of bright colours.



> Shaping

Shaping offers an ideal solution for marketers seeking to develop an imaginatively designed package or as a complement for promotional activities. Eye-catching custom designs guarantee high shelf-impact and offer unique tactile characteristics.

To achieve the best impact from its shaped cans, Crown Aerosols optimises the blend of shape and design. Our Computer Aided Design (CAD) facility at our Wantage R&D centre visualises designs in 3-D, giving you immediate feedback on concepts and allows live participation in the design process.

> Novel Finishes

Crown Aerosols continually investigates new can finishes that can elevate your brand to "must have" status.

- Patterned Varnish (patent pending) – adds new depth to print design, giving packages a 3-D look and feel.
- Colour Change – rotation of the package transforms its colour (i.e. dark green to lilac).
- Soft Touch – this alternative varnish provides a matt look and velvety feel.
- Silver Glow – this basecoat enhances tinplate by giving it a unique, textured surface.

> Bican™

This patented technology allows viscous products to be dispensed cleanly and effectively. The package features a flexible bag inside the can, filled before pressurisation. When consumers depress the actuator, inner pressure squeezes the bag and dispenses the product. The product is held in the bag, totally separate from the can and propellant, making the Bican™ an ideal solution for food and sensitive formulations.



> Flat Sheet Printing

Crown Aerosols achieves photographic quality images via offset printing onto flat sheet. This highly developed method brings out every detail of your design to support and enhance brand image.

In the world of decoration, the demand for new and novel effects is constant. The Team at Crown Aerosols is continually exploring new print technologies that will add unique graphics, luster and dimension to packaging at point-of-sale. They will continue to surprise you by creating today what the market demands tomorrow.



Crown Aerosols A Global Business

Crown Aerosols Europe is part of one of the leading suppliers of packaging products to consumer marketing companies around the World. Crown Holdings operates close to 200 manufacturing plants in around 40 countries. Divided into three main geographical segments, it has a turnover in excess of \$6 billion.

Aerosols in focus

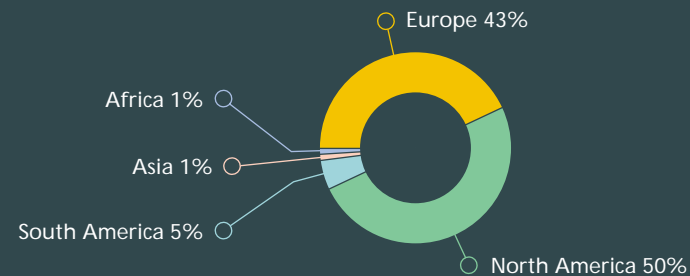
Global production

We manufacture 2.5 billion aerosol cans per year. Our tin plate cans account for one in four aerosols used world wide. We manufacture aerosols in:



Global sales

By volume.



The Americas Division has operations covering the two continents.

- Circa 70 plants spanning Canada to Argentina.
- In addition to aerosols, Crown manufactures beverage & food cans; PET plastic containers; beauty packaging; metal and plastic closures.

The Asia-Pacific Division covers the South East Asia region.

- Circa 20 plants in emerging markets.
- In addition to aerosols, Crown manufactures beverage & food cans; speciality packaging; vacuum & plastic closures; bottle caps; PET plastic containers.

The European Division includes operations in the Middle East and Africa.

- Circa 100 plants.
- In addition to aerosols, Crown manufactures beverage & food cans; speciality packaging; speciality & beverage plastic containers; metal and plastic closures.

Our aerosol can business spans the Globe, manufacturing a wide range of three-piece tins and components. From our production sites in Europe we supply aerosol cans to a wide variety of customers in all market sectors, from multi-national marketers to aerosol specialists. We also supply aerosol can components to other aerosol can manufacturers in every continent.



UNITED KINGDOM

Crown Aerosols UK
Oddicraft Lane
Sutton-in-Ashfield
Nottinghamshire NG17 5FS
England
Tel: +44 1623 52 84 27
Fax: +44 1623 52 84 29

BENELUX

Crown Aerosols Benelux
Merksemsteenweg 148
B-2100 Deurne (Antwerpen)
Belgium
Tel: +32 33 60 48 11
Fax: +32 33 24 06 48

FRANCE

Crown Aerosols France
Le Colisée
Rue Fructidor
F-75830 Paris Cedex 17
France
Tel: +33 1 49 18 41 08
Fax: +33 1 49 18 45 85

GREECE

Crown Aerosols Greece
57 Ethnikis Antistaseos str.
GR-15231 Halandri (Athens)
Greece
Tel: +30 210 677 34 61
Fax: +30 210 677 32 05

ITALY

Crown Aerosols Italy
Via Ghiarole, 52
I-41057 Spilamberto (Modena)
Italy
Tel: +39 059 78 00 11
Fax: +39 059 78 02 51

GERMANY

Crown Aerosols Germany
Holzstrasse 116
D-44575 Castrop-Rauxel
Germany
Tel: +49 2305 34 441
Fax: +49 2305 34 047

Enquiries: aerosols.europe@eur.crowncork.com

