

News Release

Corporate Headquarters
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REVOLUTIONARY PEELFIT™ CAN FROM CROWN TAKES FUNCTIONALITY AND SUSTAINABILITY TO THE NEXT LEVEL

Philadelphia, PA – October 17, 2016 – CROWN Food Europe, a business unit of Crown Holdings, Inc. (NYSE: CCK) (Crown) (www.crowncork.com), is launching Peelfit™, an innovative, proprietary metal can designed specifically for the dry food market to address demands for greater convenience, lightweighting and product protection.

Manufactured in the United Kingdom, Peelfit™ is currently available in a 99mm diameter format. Fully printable, the can utilizes revolutionary Direct Heat Sealing Technology (DHS) to seal a peelable foil directly to a collapsed bead within the can body. Customers then simply need to fill product through the base of the can and seam on a non-easy-open end without having to make changes to the filling line.

The unique design of Peelfit™ offers a number of sustainability benefits. For example, eliminating the rigid steel ring typically required in double seaming applications makes the Peelfit™ container 16% lighter than cans using conventional foil seam closures. In addition, DHS Technology reduces energy use by 32% when compared to other existing foil seam closures. Like all metal packaging, the can itself delivers 100% protection against oxygen, gas, light, moisture and other contaminants, preserving the nutritional value, flavor and aroma of the contents.

For added functionality, Peelfit*plus*™ enables the foil to be placed at a lower point along the can wall, creating a chamber between the foil and the container cap that can vary in size based on the position of the bead. This chamber is ideal for holding scoops, dosing devices or promotional materials. A large flip-top lid improves convenience, enabling consumers to store scoops and reseal the container after use, reducing product waste.

“Peelfit™ is the result of extensive development work by Crown’s talented designers and engineers,” comments Olivier Aubry, Business Development and Marketing Director, CROWN Food Europe. “Using technology to reduce the amount of metal used in Crown’s food containers while maintaining performance and functionality is a significant element of the company’s ongoing sustainability efforts. We look forward to bringing Peelfit™ to market during the fourth quarter of 2016 with a major international food company.”

The new cans are available in various heights. Brand owners are also able to leverage a number of decoration and finish options, including matte, gloss and soft touch, as well as holographic and metallic inks, giving packages a premium look and feel.

For more information about Peelfit™ and Peelfit*plus*™, visit <http://www.crowncork.com/peelfit/>.

About Crown Holdings, Inc.

Crown Holdings, Inc., through its subsidiaries, is a leading supplier of packaging products to consumer marketing companies around the world. World headquarters are located in Philadelphia, PA. For more information, visit www.crowncork.com.

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