All that metal can be

CROWN Aerosols and Speciality Packaging
Here at Crown, we are passionate about helping our customers build their brands and connect with consumers around the world.

We do this by delivering innovative packaging that offers significant value for brand owners, retailers and consumers alike.
CROWN Speciality Packaging designs and manufactures customised metal packaging for customers working across a broad range of industry sectors, from stunning tins for confectionery, to luxury gift sets for cosmetics brands. Our customers have access to our in-house design capabilities and tool room, supporting the full development process. Our extensive portfolio of creative packaging designs offers functionality and visual impact to help you win the battle on the store shelf. Our products are made in Europe.

CROWN Aerosols work closely with customers to ensure the right specification for optimised product delivery selected from our large range of available can sizes. As a global leader in steel Aerosol Packaging, we have facilities strategically located to support regional, national and international customers.
The benefits of Metal

Our aim is to ensure that metal packaging remains widely used - benefiting People, respecting the Planet, maximising Performance - the three pillars of sustainability.

Circular Economy

Metal is part of the Circular Economy: what goes around, comes around. Metal is a permanent resource. Not only is it 100% recyclable, but it is also recycled at high rates.
Sustainability

Metal is a Permanent Resource, it can be recycled again and again without losing its properties.

Steel is the most recycled consumer packaging material in Europe. Multiple recycling saves primary raw materials, energy and reduces greenhouse gas emissions at material levels. This means no start or end point.

Sustainability as a business principle also has no start or end point. For it to work successfully, sustainability must be integrated into every aspect of a company. That is how we view sustainability here at Crown. In our plants, 100% of metal process scrap is recycled. We have programmes in place to reduce energy consumption, waste generation and water usage in all our plants.

World-Class Performance

Customer satisfaction is Crown’s highest priority. We achieve this goal by continuously improving the cost effectiveness and performance of all of our products and processes, as well as focusing on innovation.

In order to deliver continuous improvement, we have created an integrated, global approach that recognises the interaction of every function and activity.

By integrating systems that increase the effectiveness of our people, ideas, processes and suppliers, we strive to keep defects, complaints and impact on the environment to an absolute minimum.

This single worldwide performance improvement initiative is called World-Class Performance.
Innovation Center

Crown has developed a strong reputation for innovation, leveraging cutting edge technology for its customers through Crown Technology, the corporate Research and Development arm with sites in the UK and United States.

Crown's experts research, engineer and test the latest technologies and materials to enable customers to maintain their competitive advantage.

In the Innovation Center, Crown packaging design experts advise on how to achieve the best fit between design intent and execution. With a great knowledge of the business, our designers are best equipped in ensuring that what is conceptualised can be manufactured. We can provide packaging design support, artwork creation, proofing, advice on colour and effects as well as prototypes.

These services are all available to both new and existing customers.

Crown also provides technical support for our customer's filling operations.

These services are all available to both new and existing customers.
New Product Development is a key element that provides brand owners a edge in positioning and differentiating and therefore have a lead in the market.

Within Crown, we have a large range of experts working with our customers to ensure an end result that is distinctive, efficient to produce and above all visibly appealing to consumers.

New Product Development encompasses many aspects:

- **Enhancing product features or developing new manufacturing processes:**
  In-house tooling, automation, quality, consistent production level.

- **Bringing multiple benefits:**
  Bring traceability and loyalty, fight against counterfeiting.

- **Adding value to packaging to create interactivity with customers:**
  Crown has developed a series of technologies that can be part of our customers’ marketing strategies to engage with consumers.

Contact us to find out more about some of our new interactive technologies;

SEE THROUGH™ - VIDEO GIFT TAG™ - CROWN RESPONSE™ - CROWN SECURE™
Possibilities are Endless

Various decorative options are possible on metal. These enhancements are designed to boost the tactile and visual properties of metal packaging, helping brands stand out on retail shelves and everywhere else they are displayed.
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<tr>
<td>When applied to metal packaging, this unique coating makes plain and coloured applications twinkle in the light.</td>
<td>A premium look and satin feel for your product to stand out both on the shelf and in the consumer’s hands.</td>
<td>Over-varnishes can be used to create a subtle, sophisticated appearance.</td>
<td>Full body embossing and shaping for a tactile, all-over finish.</td>
<td>Fine embossing for logos and to highlight details.</td>
<td>Very fine, detailed embossing is achievable with this technology.</td>
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<td><img src="image1" alt="" /></td>
<td><img src="image2" alt="" /></td>
<td><img src="image3" alt="" /></td>
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<tr>
<td>Pearlescent</td>
<td>Pattern Relief</td>
<td>Colour-change</td>
<td>Crackle</td>
<td>HoloCrown™ [S]</td>
<td>Perforations [S]</td>
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<td>A timeless classic that brings a premium quality to any pack.</td>
<td>A varnish that adds a subtle tactile effect to the decoration.</td>
<td>This effect delivers a different colour at every angle.</td>
<td>A varnish which provides a premium yet retro feel.</td>
<td>A unique process which offers an eye-catching holographic effect. Can also be used for anti-counterfeiting.</td>
<td>Customised perforations can add tactile qualities and transparency to a pack.</td>
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| ![](image7) | ![](image8) | ![](image9) | ![](image10) | ![](image11) | ![](image12) | [S] Speciality tins only
Our Markets

**DRY BEVERAGES**
High quality containers enable your premium brand to stand out while providing optimum protection.

**SYRUPS**
Dilutable soft drinks. Crown’s processes enable the creation of exciting shaped container for soft drinks.

**WINES & SPIRITS**
Luxury, premium, elegance...
All attributes supported by metal to help your brand stand out from the crowd.

**BISCUITS**
Beautiful tins reflect a high quality product and tins are ideal for protecting and keeping your biscuits fresh and crunchy!

**CONFECTIONERY**
Confectionery tins are the perfect gift! Even when the treats are gone, our tins can be treasured as collectables or reused.

**COSMETICS**
Ideal for gifting seasons, our metal cans enhance and ensure your product is presented in a premium way.

**LIMITED EDITION**
Brand anniversary? Special event? We have the tools to help you create a unique pack and generate momentum around your brand.

**AEROSOLS**
Tin-plate aerosols provide high quality and reliable packaging that meet the market needs.
Dry Beverages

Nothing conveys freshness and quality better than an inviting aroma. For generations, metal packaging has offered an unbeatable solution to guarantee product freshness. Our cans create a barrier against light and oxygen, keeping products safe and fresh for longer. Our manufacturing process ensures compliance with food safety standards and legislation.
We offer a range of shapes...

Crown has years of experience in the manufacturing of packaging for dry beverage products and offer a large range of tins, cans and ends to suit your every need. Our portfolio includes hermetically sealed packs for full product protection with both peelable and easy-open ends available. We also have a Customer Technical Service team, providing support at your filling location.

...and finishes, to premiumise your pack.

Once you have decided on the right packaging solution for your product, we can offer various finishes and enhancements to the pack. Depending on the product requirements, we can embellish the can with embossing or simply by the creative use of inks and varnishes. Features we can add include a seated end or a window in the lid if visibility of the product is desired.

How about..?

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...

We provide many other shapes and features. Contact us or look at our on-line 3D catalogue: www.crowncork.com/speciality-packaging speciality.packaging@eur.crowncork.com

Gloss Varnish
Printed ends
Foil sealed
Crackle
Clear base coat
Metallic effect
Embossing

COFFEE | TEA | CHOCOLATE | MILK | POWDER | LEAVES | BEANS
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This new pack format for the NESCAFÉ® coffee brands in the UK professional market is the result of a joint development between Nestlé Professional, Crown R&D and our in-house technical experts. The three-piece metal tin incorporates a Peelseam™ end with a plastic overcap and replaces the existing cylindrical composite tin. This new shape, designed to improve the handling of the tin has performed well with consumers who appreciate the premium quality that metal brings as well as its improved ease of use.

Crown has partnered with specialist tea brand LØV ORGANIC to produce a range of premium tins, inspired by the brand’s ethos of respect for the environment. LØV ORGANIC chose metal as the best packaging material to convey its brand values and deep respect for nature. The intricate opening of the tin complements the overall premium look and feel. Crown’s expert team developed around forty different coloured tins, all of which were designed to appeal to customers and stand out on the retail shelf.

Available in eight vibrant colours, the decorative tins developed for FORTNUM & MASON’s most popular ground coffee blends, features a geometric shell pattern around a gilded motif with a subtle emboss that brings the pack alive. The metal brings a traditional quality to the packaging and a matt finish adds that extra premium feel to this elegant design.
Syrup, squash, dilutables, this market has many different names. However, metal packaging and syrup is a long-standing story. Metal has always been successful in the syrup market due to the inherent benefits of the packaging format. Our manufacturing process ensures compliance with food safety standards and legislation.
We offer a range of shapes...  
Through our unique blowform shaping technology we can expand the cans by up to 25%. This allows customised brand shapes and highly decorative tins that both provide shelf stand-out and convenience for the consumer.

...and finishes, to optimise your pack.  
Shaped or simple round, metal brings various opportunities in terms of decoration to increase shelf impact. Our design experts are available to advise on artwork to ensure you gain the maximum visual effect from whatever shape you choose.

How about..?  
- Soft Touch
- Clear base coat
- Metallic effect
- Silverglow
- Sparkle
- Matt and Gloss

We provide many other shapes and features.  
Contact us or look at our on-line 3D catalogue:  
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METAL RECYCLES FOREVER

PREMIUM APPEARANCE

FIRST CLASS RECYCLING RATES

UNBEATABLE SHELF-LIFE

GREAT SUBSTRATE FOR DECORATION

METAL RECYCLES FOREVER

OPTIMUM BARRIER PROPERTIES
For syrup manufacturers, metal sets the standard as a trusted, premium packaging format. Enabled by Crown's can shaping technology, this joint development with TEISSEIRE effectively increased brand awareness and differentiation. The cans are recognised as an iconic pack within the syrup market.
In the wines and spirits market, packaging help brands to differentiate themselves and stand out on shelf. Cutting-edge enhancements and decorative options increase visual and tactile appeal. Premium tins reflect the elegance of the bottle inside whilst protecting it.
We offer a range of shapes...

We offer a wide range of round and square shapes designed specifically for the Wines and Spirits market. Adding Crown's seated end technology, with which the tin's bottom curl gets hidden, can further enhance the clean, sleek appearance and premium profile.

...and finishes, to optimise your pack.

Decorative finishes and features are a great way to add differentiation and shelf appeal. They are also a simple way to enhance the tactile qualities and engage consumers physically with the packaging. Embossing and perforations not only create stunning visual effects but can also add various levels of texture to the surface.

How about..?

We provide many other shapes and features. Contact us or look at our on-line 3D catalogue: www.crowncork.com/speciality-packaging speciality.packaging@eur.crowncork.com

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...
Crown worked closely with whisky distiller BRUICHLADDICH to create a distinctive and premium tin to promote this legendary drink made with secret personal selections by their Master Distiller. The delicate embossing and gold imagery are contrasting with the matt & gloss varnish to reflect the values of the brand and the quality of the product within. The pack stands out on shelf and helps boost consumer appeal. The tin has been recognized in industry awards.

Crown manufactured two BALLANTINE’S gift packs designed by the well-known graphic designer Leif Podhajsky. These tins are manufactured with a seated end and a plug lid to provide a simple, slender and elegant look. The large decorative surface and metal reflection enhance the combination of inks and varnishes – especially the matt & gloss contrast. BALLANTINE’S demonstrates a long-standing commitment to metal packaging, using it to enhance and promote the brand at the gifting season.

French Champagne brand NICOLAS FEUILLATTE renewed its collaboration with Crown again to work on its gold Compass Edition. The striking tin features delicate patterns that outline intricate compasses, a subtle invitation to discover new horizons. The combination of the subtle printed shades of gold together with the all over embossing was a challenge to perfect, but the end result demonstrates why metal is particularly well suited for luxury, premium packaging. As well as reinforcing the value of the brand, the pack brings differentiation and visibility on shelf in stores.

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Biscuits

Packaging has many roles to play, and for biscuits, the most important of all is to ensure they stay tasty and crunchy for longer.

Tins are ideal for protecting your product and keeping it fresh as metal provides an excellent barrier against light and oxygen.

Metal packaging provides a blank canvas for endless decoration possibilities and creative designs. A beautiful tin reflects a high quality product on the inside and encourages reuse for day-to-day storage needs or simply for gifting!
We offer a range of shapes...

We provide many other shapes and features. Contact us or look at our on-line 3D catalogue: www.crowncork.com/speciality-packaging speciality.packaging@eur.crowncork.com

...and finishes, to optimise your pack.

The metal substrate can be enhanced with a range of finishes to suit the look and feel of your brand.

A crackle finish can convey an aged and authentic look. Embossing and micro embossing involve raising selective areas of a surface so that it can be felt and seen, helping focus consumers’ attention.

Our seated end can provide a smooth profile when a clean, crisp appearance is required.

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...

We have a large traditional range of tins for biscuits but can also offer more modern shapes for differentiation. Whatever the option, biscuit tins are proven to be highly appreciated by consumers for the premium look and feel of metal as well as its collectable properties.
LAMBERTZ, the German cookie manufacturer, offers biscuit presents for any occasion. Decorated with a lovely “Thank you” design, this cubic seated end tin with a low profile lid has a clean and stylish appearance.

DELACRE, renowned for its chocolate covered cookies, has launched a limited edition range that celebrates Hergé’s ‘Tintin’ appearing in early editions of ‘Le Petit Vingtième’. With a premium, vintage look, the metal pack mirrors the quality of its content.

The Belgian Biscuitier DESOBRY, packs its biscuit assortment in elegant tins. The sophisticated metallic sheen is combined with a nice embossing that perfectly highlights the quality associated with the famous brand.
Confectionery

Ideal for sharing and giving, confectionery tins are the perfect gift! The confectionery industry is dependent on consumer impulse purchases and are extremely successful in utilising the power of attractive packaging.

Metal packaging is a premium solution, which enhanced by impactful designs, enables brand owners to attract and engage with consumers.

Even when the treats are gone, our tins can be treasured as collectables or reused - keeping the brand present in the home.
We offer a range of shapes...

Our portfolio includes traditional, classic shapes as well as more modern simple profiles. Whatever your requirements, we have a tin to suit, and we are here to help in building your brand image. Our designers and packaging experts are available to support you in creating your unique pack with our range of shapes and finishes.

...and finishes, to optimise your pack.

Create a delicious tin by adding sweet finishes! Embossing and micro embossing involve raising parts of the surface, so that they can be felt and seen to help focus the consumers’ attention. Matt and gloss varnishes play with the reflectivity of the metal and can be combined to enhance areas or used all over the pack. For a smooth profile, choose a flush lid combined with our seated end.

How about..?

Gloss Varnish  Embossing  Silverglow  Sparkle  Matt and Gloss

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...
CONCORP decided to pack their licorice in tins. Branding was added by affixing an easily removable label to the lid and base of the tin. These bright fun and funky tins were designed to attract a wide audience. They are collectable, fun and reusable.

The intricately crafted tin made for SWIZZELS Matlow decorated with a colourful patchwork design, is both unique and dynamic, with subtle embossing that brings the packaging alive.

The QUALITY STREET ‘Tower’ tin has been produced to replace a transparent pack for the Canadian market. Made in UK, this premium metal pack is ideal for gifting and provides a genuine keepsake.
In the crowded world of cosmetics, brands must be increasingly creative in order to stand out on shelf. Packaging plays an essential role in the consumers choice being the first point of contact with the brand. Crown’s different shapes and sizes, in conjunction with premium finishes, provide high-end quality and impactful packaging for the retail environment.
We offer a range of shapes...

Metal packs are ideal for gifting - the possibilities are endless for shapes and sizes, which combined with added features such as embossing and windows, make it a premium way to present your product.

...and finishes, to optimise your pack.

Metal is the ideal material when it comes to building shelf appeal due to its versatile surface, enabling great effects to be achieved through the combination of inks and varnishes. Other decorative features such as embossing and perforations bring tactile qualities to the pack, engaging with the consumers off-the-shelf.

How about..?

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...
JEAN PAUL GAULTIER PARFUMS have been collaborating for years with Crown in developing the packaging that has become the iconic shapes of the brand, recognisable anywhere. The most famous, Le Beau Mâle and Classique Intense, have used the specific JEAN PAUL GAULTIER PARFUMS shapes but very distinctive in terms of colours, effects and look. Over the years, the brand’s products have evolved with various colours and designs whilst keeping same shape and uniformity.

French brand YVES ROCHER, a pioneer in organic beauty products, has chosen metal, the most sustainable material, to create a lovely gift tin to package their cosmetics. In line with its sustainable commitment, tins preserve the quality of its eco-designed products.

As a metal supplier, inspired by the huge potential of our material, our in-house designers have developed a range of tins featuring micro-embossing decoration. The tins are functional but also decorative and collectable, engaging with customers to touch and feel.
Think out of "the tin"!

In a crowded retail landscape, it is a challenge to find the best element that will trigger customer engagement. Promotional metal packaging can help brands stand out on shelf, with custom designs for celebration, promotions, new product launches, anniversaries…

The inherent benefits such as durability, flexibility and the many decoration possibilities contribute to metal packaging being a popular collectable format. This is where our graphic designers and technical in-house experts can add value, supporting your product development process from design inception through to final manufactured pack.
We offer a range of shapes...

Any shape in our portfolio could be used for a limited edition promotion. Talk to us about creating your own unique pack. Our experts are available to guide you with ideas and provide technical support. This is where our name "Speciality Packaging" takes it full meaning and we really can add value; by bringing experience, creativity and technical expertise.

...and finishes to optimise your pack.

Brand anniversary? Celebration? Special event? Whatever the occasion, with a great selection of decorative finishes and features to bring your design to life, a metal tin is the ideal format to promote your brand for a limited edition series.

How about..?

Foil sealed

Window

Clear base coat

Metallic effect

Embossing

Crackle

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If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...
In April 2011, Crown was honoured to be commissioned by His Royal Highness The Prince of Wales to create a decorative tin to celebrate Their Royal Highnesses The Duke and Duchess of Cambridge’s wedding.

The refined rectangular tin was the first to feature the Royal couple’s official cipher. The four symbols of the United Kingdom were printed in fine detail on each of the corners of the tin.

This beautifully printed tin is a true example of how metal packaging can be used to celebrate a major event. Delicate, commemorative, collectable, and highly premium.

Coffee in metal is trendy and colourful! On two occasions, the NESCAFE® AZERA brand has worked in collaboration with students to launch a range of collectable tins in metal. The brief given to second year Graphic Design students in the UK was to ‘express their own experience of coffee and urban culture’. The result is a range of vibrant limited edition tins. Crown’s printing process helped create vivid, eye-catching decoration, proving that high-quality, modern and premium designs can be achieved in metal.

This creative packaging design includes window technology to allow a partial view of the POKÉMON playing cards. The shiny metal surface and 360° decoration in bright colours enhances the game’s imaginative characters. This unique toy pack really stands out from the crowd.
Aerosols

Used to pack everything from food and deodorants to laundry and automotive products, steel aerosol cans are extremely durable and serves as a vehicle for brand owners to enhance their products on the retail shelf.

With increasing awareness of the recyclability of steel aerosol containers, consumers are attracted by the format's environmental benefits as well as its ease of use and convenience.

Equally important, the inherent properties of tinplate offer fundamental advantages as light-weighting, light reflecting, flexibility and rigidity.
How about..?
If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...

Aerosol Cans & Components

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

Our aerosol cans are light, robust, compliant with legislation and infinitely recyclable. They can be used for personal care products, household and food applications. Please contact us to identify the best options for your product.

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*Brimful volume with liquid propellant
**Brimful volume with pressurised gas propellant

If you have a specific decorative finish in mind, please let us know as we are always looking to develop new ways to enhance our packs...
This patented technology allows viscous products to be dispensed cleanly and effectively. Featuring a flexible bag inside the can, it allows product to be kept separate from the propellant in the can, making the Bican® an ideal solution for sensitive formulations.

Bican® Celebrating over 25 Years

The original shave gel dispensing technology capable of so many more product applications!

This patented technology allows viscous products to be dispensed cleanly and effectively. Featuring a flexible bag inside the can, it allows product to be kept separate from the propellant in the can, making the Bican® an ideal solution for sensitive formulations.

Can Shaping

A powerful technology capable of delivering both visual, on-shelf differentiation and ergonomic functionality.

Crown’s proprietary shaping technology allows brands to turn aerosol cans into unique and imaginative packages. Our Computer Aided Design (CAD) facility at our Wantage R&D centre visualises designs in 3D, giving you immediate feedback on concepts.

Adding Value

Capable of being expanded by up to 25%, steel allows for a wide scope of shaping possibilities including asymmetric and full body length designs.

Benefits

- 360 degree operation
- Filled through valve or directly into bag
- Wide viscosity operating range
- Very low residual +98.5% evacuation for shave gel
- No restriction on valve choice
- Single phase nylon bag - no risk of delaminating

With first class recycling rates world wide, metal is an important part of the Circular Economy.

- Metal is infinitely recyclable without loss of properties
- 75% of metal ever produced is still in use today
- The more it is recycled, the lower the carbon emissions

As well as its environmental benefits, metal brings advantages to both consumer and brand owner.

SAFE & UNBREAKABLE

METAL recycles forever CONTINUOUSLY LIGHT WEIGHTED

PREMIUM GREAT FOR DECORATION FIRST CLASS RECYCLING RATES WORLDWIDE COMPLIANT WITH PACKAGING REGULATION

Why Steel Aerosols?

As well as its environmental benefits, metal brings advantages to both consumer and brand owner.
For many years, Crown has manufactured cans for the WD-40 COMPANY, a leading global supplier of lubricants, cleaners and household products. Besides the production of standard cans, Crown has developed several series of limited edition aerosol cans and easy-to-grip shapes thanks to its patented high-pressure blow-forming process.

SWALLOWFIELD, the expert in manufacturing cosmetics products, decided to pack its new shaving gel brand Tru Shave in Crown’s bi-compartmented cans. The BICAN® aerosol technology incorporates a plastic inner bag to keep product and propellant completely separate. Thus, the product is dispensed cleanly and accurately, with no shaking required and total evacuation.

CHURCH & DWIGHT and Crown revamped Batiste dry shampoo pack with new hair-inspired designs. The use of a shimmering sparkle base coat not only attracts the attention of consumers, but communicates the quality product within.
Support us in promoting metal! This logo is available in various languages and can be downloaded on: http://metalpackagingeurope.org/recycles-mark/ It can be easily implemented on your design.

Don’t hesitate to contact us, we would be happy to help and suggest.