

Gold and glitters in Paris



Dominique Huret, journalist from Cape Decision, reports on the latest developments in the French can making market

Three organisations joined forces to organise the second edition of 'Les Canettes d'Or' ('The Golden Cans'). The organisations involved were: The Economic Interest Group "la Boîte Boisson", its partner in out-of-home sorting programme Chaque Canette Compte, (the founding group of Every Can Counts) and CITEO, the French national agency responsible for the reduction of the environmental impact of household packaging and its transformation into new resources.

Introducing the event, Sandrine Duquerroy, president of the GIE Boite Boisson and Crown Holdings, commercial director France said: "Totally anchored in daily lives and in current consumer trends, the can is one of the French people's favorite small beverage packaging: nomadism, practicality, lightness, modernity and freshness are the characteristics put forward," she said. "7 out of 10 French people consume it and every year, five billion cans are consumed on the French market!"

It is not a surprise that the "Canettes d'Or" trophies were a great success back in 2017 when launched. The objectives were to highlight the brands numerous initiatives and innovations whether in terms of graphics, communication and promotion in distribution channels, sustainable commitment or recycling.

Sylvain Jungfer, executive director of "La Boite Boisson" added: "Two years ago at the previous event, we proposed the new logo "infinitely recyclable" to brand owners to be added on their cans. This logo is a simple way to remind consumers of the great asset of metal as packaging and help consumer to make the right move and select the proper recycling bins. It also allows association to relay the recyclability message".

Lucien De Bever, founder and director of the French programme "Chaque canette compte" stated that nearly 10 years ago, in France, 4,000 tons of cans have been collected, with 3,000 tons collected out of home, at festivals, concerts and sports events. The enthusiasm of people volunteering to help us to collect and sort cans all over Europe is amazing. We are now present in 20 countries."

And indeed, present at the event was Chris Latham UK programme manager for Every Can Counts. "We are here to find inspiration as we would like to replicate the events in the UK," he explained. "Today we have 14,000 points of collections for cans and our volunteers have been present on 30 events just this year."

Colleague, Róisín O'Brien, added: "In Ireland, our project is much younger and so we count 350 collecting points, but we are the only on-the-go programme".

AWARDS

During the Paris Awards Ceremony, in the presence of many industry players, the winners in 10 categories were granted. The jury of experts had to make a selection among 140 applications. Here are some cans that did not go unnoticed.

The Golden Can in the Design category for soft drinks and water was awarded to Tropicico, a small French brand bought by Coca-Cola in 2018. With a modernised design and a new colourful identity, the objective of the soft drink giant is to double the market share within two years.

The most event-driven can, was awarded to another Coca-Cola brand: Fanta Halloween 2019 cans that were also on the British shelves. This rewarded the brand efforts, which in recent years has invested in events that are popular with its young consumers. The flavours were: lemon-mummy, orange-pumpkin and citrus-vampire!

The Golden Can in the Design category for beer and alcohol is granted to Slash Original and Red. This 50cl beer can was presented by La Licorne, Brewer from Alsace. Tattooed, pierced and aggressive looking, Slash's unicorn is inspired by the "old school" tattoo codes. Marie Lemaire, La Licorne Product Manager own brands explained: "Slash cans have been produced and printed in Custines in Eastern France, on one of our fastest lines in Europe. This one produces and therefore prints about 2,400 cans per minute. One of the main challenges of these cans was to transpose the design of the bottle onto the can as accurately as possible.

"Crown has in its portfolio all kinds of printing techniques and decorative options that allow you to take full advantage of the can's 360-degree decorative surface and give free rein to the creativity of the brands. The HQP (High Quality Print) technique chosen here has allowed the smallest design details to be reproduced as accurately as possible at full speed when printing cans.

"Upstream, our Leicester, UK-based reprography team ensured that the Slash designs were compatible with our printing method, i.e. on the formed can and with a total of eight colours available. The use of this technique as well as the Matt varnish applied to the entire can does not affect the recyclability of the Slash cans, which remain 100 per cent recyclable indefinitely."

Beer is definitely a market segment where creativity blooms. The "little thumb" (for small player) Golden Can, rewarded Texan Craft beer from Noble Rey. Conditioned and distributed by French companies, the humoristic illustrations play on the stack of the two cans. The vertical visual are inspired by the world of comics. The jury's favourite can was awarded to Dutch beer 8-6 produced by Swinkels Family Brewers (formerly Bavaria) a family business in

the Netherlands. Swinkels Family Brewers operates six breweries, three in the Netherlands, two in Belgium and one in Ethiopia. They export to more than 130 countries around the world. With a total capacity of more than seven and a half million hectoliters per year, it's the second largest brewery company in the Netherlands, behind Heineken. The 8-6 beer is the best seller of the group, its packaging plays on the sulphurous image of this very alcoholic beer and on the universe of tattoos of Tin-Tin, an emblematic French tattoo artist.

The Special Jury Prize goes to Kronenberg beer, a brand that lives with its times, as shown by the successive packaging redesigns. Vital Beauvois, key account manager at Constellium concludes: "I have been working with Kronenberg before joining Constellium, so I can assure you that cans are the best packaging to preserve the quality of beer.

"Today, in the context of plastic bashing and consumer high sustainability awareness, brands owners have to seize the opportunity with metal packaging. It is the right time. Did you know, that 75 per cent of the aluminium issued today for cans is the same since the dawn of time. It has been used and used. That is why every can count and should be collect for recycling." 



Fanta Halloween 2019 cans



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