

REXAM
BEVERAGE CAN
Americas

delivering **value**



REXAM SLEEK™ line available to drive **PEPSI** brands and bottom lines

The beverage business is a highly competitive industry, and packaging decisions play a significant role as you strive to differentiate your brand and stand out on retail shelves. At Rexam Beverage Can Americas (BCA), we understand PepsiCo's business. We deliver innovative aluminum packaging that provides your brand distinctive differentiation. That is why Rexam BCA is thrilled to announce the launch of a brand-new line of cans – **The REXAM SLEEK™ Can Family**.

With three distinct sizes to meet all your beverage marketing needs, The REXAM SLEEK Can gives beverage suppliers the opportunity to establish category definition, enhanced shelf appeal and, most importantly, consumer loyalty. The REXAM SLEEK Can family is perfect for any beverage including carbonated soft drinks, energy drinks, juices and water. The REXAM SLEEK Cans create an opportunity for price point movement and are also an excellent way to make a big impact with your next new product launch.

The REXAM SLEEK Can family will deliver unprecedented value to you and your customers. And the REXAM SLEEK line also has the 202 end, which is easily run at any PepsiCo filling facility.

The benefits are many. For example, the **9 oz SLEEK Can** has the same height as a standard 12 oz. can to further minimize the operational effects on your organization. This height delivers portion control and makes it the perfect size for vending machines.



12 oz. SLEEK Can
202/204 x 602

10.5 oz. SLEEK Can
202/204 x 507

9 oz. SLEEK Can
202/204 x 413

A taller and sleeker image compared to traditional 12 oz. cans gives the **10.5 oz. SLEEK Can** and **12 oz. SLEEK Can** a truly unique shelf appeal that will help grab customer attention. Consumers will quickly find that SLEEK cans from Rexam BCA are easy to hold and create a comfortable feel as they drink your beverage product. All three can sizes provide increased pack density that affords superior distribution economics, and a greater number of cans in secondary packaging and on retail shelves.

Rexam BCA will provide the total solution to your needs, not only with a perfect package but also with filling capabilities and marketing communication support. **Please contact Joanna Stephens at 773-399-3775 or your local Rexam BCA Sales Manager for details on the package and filling options.**