

Rexam launches the FUSION aluminium bottle at BRAU 2007

After several years in development Rexam is pleased to launch the FUSION Aluminium Bottle at Brau Beviale 2007. This dynamic innovation builds on Rexam's commitment to consistently present the market with new beverage packaging opportunities that enable brand owners to add value through premiumisation and differentiation.

FUSION is a synergy of engineering brilliance; aluminium and conventional can manufacture to produce a family of DWI (Drawn Wall Ironed) bottles that can vary in serving size, shoulder shape, neck length and closing options. Rexam's development partner is Italian based manufactures Frattini.

Steve Howell, Rexam's Breakthrough Innovation Manager, who is heading up the project, says:

'FUSION represents an unprecedented opportunity for customers to evolve or reinvent their premium brands – the bottles look great in numerous drinking situations where the brightness of the aluminium reflects the light and makes the package really stand out. The fact that it is so cold to the touch and reclosable means that consumers can really appreciate an improvement in their drinking experience.'

FUSION production will commence in February 2008 at Rexam's UK research and development centre in Milton Keynes where a pilot line incorporating Rexam's first Frattini Necker is being created to support customers brand marketing development. Full production lines are being planned throughout Europe.

- Available in either ROPP reclosable or Crown closure options
- Suitable for both carbonated and non-carbonated drinks
- Shatterproof, safe and cold to the touch
- Substantially lighter than an extruded metal or glass bottle equivalent and is 100% recyclable
- Superior graphic potential – utilising the full spectrum of Rexam ink and varnish finishes including debossing
- Can be filled on existing bottle filling lines with minimal disruption
- Variable serving size, shoulder shape, and neck length enabling brand customisation

Rexam invites customers to explore and exploit the exciting possibilities that FUSION creates.

ENDS

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Editors' notes:

Rexam is a leading global consumer packaging company and the largest beverage can maker in the world. Our vision is to be the leading global consumer packaging company.

We are business partners to some of the world's most famous and successful consumer brands as well as young, entrepreneurial start-ups. We offer a broad range of packaging services and solutions for different industries, using different materials and technologies. Three things characterise us - leadership in our industry, our commitment to innovation and our passion to deliver exceptional value.

Following the acquisition of O-I Plastics, Rexam's sales from ongoing operations are approximately £3.7 billion. We employ some 23,500 people in more than 20 countries and are a member of the FTSE 100. Rexam's ordinary shares are listed with the UK Listing Authority and trade on the London Stock Exchange under the symbol REX.