

Rexam opens FUSION aluminium bottle pilot line to create sample bottles for customers 7th May 2008

After its initial launch at last November's Brau Bevale Exhibition in Nuremberg, Germany.. the promised next stage of the development of Rexam's FUSION aluminium bottle has now been unveiled with the opening of the FUSION pilot line at Rexam's European R&D Centre in Tongwell Milton Keynes.

As well as allowing customers to view the necking process, the FUSION pilot line offers them the opportunity to commission fully branded sample bottles to use for marketing and line testing purposes.

Fusing standard DWI manufacturing processes with bespoke necking technology Rexam intend to create a new beverage market opportunity based on the successful Japanese model, where the aluminium bottle accounts for over 10% of the single serve market.

Rexam is working with partner and necking specialist, Frattinni, to expand the FUSION program and deliver a range of bottle shapes and sizes to market commencing with the 33cl and 25cl serving sizes.

With an ever increasing emphasis on reducing packaging weight whilst continuing to focus on sustainability, Rexam believe that the FUSION bottle has a lot to offer the retailer, customer and consumer.

FUSION is lightweight, entirely recyclable, and safe because it does not shatter like glass bottles. It also has a 'wow' factor when chilled down that differentiates the drinking experience for the consumer.

According to Steve Howell, Rexam's Breakthrough Innovation Manager:

'We are currently conducting extensive consumer research throughout Europe, and, so far, the response to FUSION has been overwhelmingly positive. Consumers are looking for innovation that delivers something new and adds value to their drinking experience, whilst our customers want new pack formats that create opportunities to build their brands, especially in the expanding premium and super premium sectors.'

John Revers, Rexam's Marketing Director adds:

'FUSION has been a long time coming, but we believe the time is right. Imagine a pack that delivers huge weight reduction, has sustainability benefits, is fun, and can be fully branded and you have FUSION! Because it's so cold to the touch FUSION creates an anticipation of refreshment even before you drink, which is great for beer.'

For further information visit www.rexam.com/fusion

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