

# Beverage cans and ends



# About Ardagh Metal Packaging

Ardagh Metal Packaging (AMP) is a leading global supplier of sustainable, infinitely recyclable, metal beverage cans to brand owners. A subsidiary of sustainable packaging business Ardagh Group, AMP is a leading industry player across Europe and the Americas with innovative production capabilities and known for its outstanding quality and customer service.

## Why metal?

As metal is a permanent material, it has excellent environmental credentials. Permanent means that metal recycles forever. When metal products reach the end of their useful life, the materials are simply collected and recycled, again and again, with no loss of their inherent properties and so will always be available for future generations.

Today

**73%** of aluminium beverage cans

are recycled in Europe, making metal packaging one of the most recycled packaging.

Source: Metal Packaging Europe



have the highest scrap value out of all materials.

are one of the most recycled containers in the world.

## Sustainability

We are a leading supplier of inherently sustainable packaging. Our aim is to reduce any negative environmental impact whilst remaining economically sustainable and socially responsible.

Ardagh's packaging has a central role to play in helping our customers meet their sustainability objectives and commitments. Therefore, we have dedicated health & safety and sustainability teams around the globe working to continually improve our safety ratings, reduce energy and water consumption along with diverting waste to beneficial reuse. We actively set up and support local recycling activities, and help you with facts and figures.

Have a look at the sustainability report on our [website](#) for details on our management systems and our long-term targets.



## Advantages of beverage cans

- 
**Recyclable**  
 Beverage cans are made of metal which is fully and infinitely recyclable without loss of quality.
- 
**Light-proof**  
 Beverage cans are absolutely light-proof, protecting the quality of light-sensitive beverages.
- 
**Hermetic seal**  
 Being absolutely airtight, beverage cans keep oxygen out and carbonation in, allowing beverages to stay fresh for longer.
- 
**Unbreakable**  
 Beverage cans are ideal for large events; they have a low risk of leaking or tearing during transportation.
- 
**Stackable**  
 Cans can be stacked to make maximum use of storage.
- 
**Lightweight**  
 The wall of today's beverage can is as thin as a human hair. Thanks to ongoing research and development, it is now possible to manufacture cans with far less material than before. Light and convenient, beverage cans are great for refreshment on the go.
- 
**Fresh**  
 Beverage cans chill quickly and feel extra fresh to the touch. The characteristic sound of a can opening is a unique indicator that the drink inside is absolutely fresh.

METAL  
  
 recycles  
 forever



# Cans on the rise

Due to shifts in consumer trends and preferences, beverage cans are gaining momentum in speciality drink categories.

## Water

Carbonated and flavoured waters are successfully growing in cans; still waters are discovering the potential of this pack, too.

The progression of current filling technology together with our know-how makes it feasible to pack this vital drink and keep it fresh and safe.

The beverage can as a versatile packaging format enables fresh and convenient hydration in any occasion or moment. At the office, at the gym or at an outdoor festival.



## Wine

This trendy combination has not only a high growth rate but is also widely accepted amongst consumers thanks to Ardagh's wine-safe solution from grape to can. Find our Wine Cans on page 32.



## RTD Cocktails

RTD (Ready To Drink) cocktails in cans are the revolution in refreshment. By marrying the art of mixology with the practicality of cans, we've elevated your cocktail experience.

Cocktails in cans bring the best of both worlds: convenience and sophistication. The can preserves the exquisite flavours and makes it easy to enjoy your favourite cocktails fresh anywhere and whenever you desire.



## Coffee

Sensitive beverages require special cans, filling and processing. Ardagh's competence is well-known in the market and highly valued by our barista customers.

Premiumisation and indulgence? #GoNitro - see page 34.



## Dairy and non-dairy alternatives

Not only is the beverage can safe, efficient and sustainable, its customisable format is an opportunity to revitalise the market for milk and plant-based drinks. As just one example, Ardagh's award-winning Nitro Earl Grey Tea Oatmilk Latte is already bringing a new level of excitement to the Nitro experience of plant based beverages.

World BEVERAGE Innovation Awards

2020

in association with BrauBeviale 2020

FINALIST



## Craft beer

The beverage can provides excellent packaging for craft beer: It protects delicate ingredients such as aromatic hops and spices against light and oxygen, thus fully preserving the beer's signature taste.

We provide comprehensive support from design development to can filling and provide customers with access to our wide network of contract fillers.



Our business development team supports and facilitates the emergence of speciality drink categories. We help you get started. Contact us at: [beverage.cans@ardaghgroup.com](mailto:beverage.cans@ardaghgroup.com).



# Dear customer, how can we help you?

## Sales

You may have met our multi-national sales team: Cheerful and always out on the road. They can help you with contracts, pricing and lead times! Furthermore, they can help you differentiate your brand by suggesting brand enhancing value added products. They can also arrange innovation workshops should your brand require more unique solutions.

## Graphics Service

for the perfect product design

Our graphics team is committed to provide the most convenient, reliable graphic end-to-end process in the industry and consists of a wide range of highly skilled experts across Europe. With locations in the UK, Germany, France, Poland, and Benelux, we are positioned close to our customers and speak their local language.

## All in-house Graphics Service

Centres offer:

- Artwork development consulting
- Repro graphics
- 3D visualisation
- Ink development with ink supplier on site
- Print proofing.



We appreciated the cooperative approach of Ardagh's graphics team during the development process. They were professional, engaged and kept working to achieve the best possible results, and we are very satisfied with the final cans.

- **Julia Czyzykowska, Brand Manager Tatra, Grupa Zywiec**



Templates and guidelines can be found in our Graphics Portal [here](#).



We wanted a premium, no-nonsense look for the can, to reflect the simplicity of our drinks. We worked very closely with Ardagh's Graphics team who helped us select the right colours, and it was great to be able to test the designs on the can directly.

- **Benno Fiorito, Director of Fiorito B.V.**



## Sample store

We are pleased to offer brands quick and easy access to our product portfolio via our online sample store. Order from a range of beverage cans and ends anytime and anywhere.

The sample store is free of charge and samples are typically delivered within 10 working days of your order.



[ardaghmetalpackaging.com/samplestore](http://ardaghmetalpackaging.com/samplestore)

## Customer Technical Service

for high performance filling

Providing a professional Customer Technical Service (CTS) to more than 350 customers and issuing over 1,300 follow-up reports is enough of a reason to take a closer look at the filling line support we offer you. Our experts are local technicians who know our customers' needs, who are very familiar with our customers' production lines and who can speak your language. They know exactly where to look and how to make your filling plant even more efficient.

Our services:

- General support and regular visits
- Seam specialist training
- Line equipment services
  - » Seam control and adjustment
  - » Seamer start up assistance
- Audits
  - » Complete filling line
  - » OEE based audit
  - » Filled goods supply chain
- Project services (e.g. filling line performance improvement)
- Laboratory analysis
  - » Beverage corrosivity test
  - » Test packs
  - » Seam integrity test
  - » Process water evaluation
  - » Can filling simulation
  - » Root cause analysis.

## State-of-the-art laboratory

for innovative and safe products

Our technical centre translates visions into products. An international team of highly qualified employees, including physicists, chemists, engineers, food and drink technologists and metallurgists, work constantly to improve Ardagh's beverage cans in terms of appearance, functionality and their environmental footprint.

In our state-of-the-art laboratory, a wide range of sophisticated test and analysis methods have been developed, including a complex beverage compatibility test that can provide reliable information on the expected shelf life of new beverages in only a few weeks.

You can use our pilot can filler to simulate production conditions, fill sample goods and test product behaviour.



# Aluminium cans and ends

Beverage can range



## STANDARD

- 568 ml
- 550 ml
- 530 ml
- 500 ml
- 470 ml
- 440 ml
- 375 ml
- 330 ml



## SLEEK

- 355 ml
- 330 ml



## SLIM

- 250 ml
- 200 ml
- 187 ml
- 150 ml

Specialities

See the difference	Feel the difference	Promote your brand	Enhance the experience
Premium Print.....10	Tactile Effect.....17	Laser Coded Tabs.....28	Wine Cans.....32
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# Innovation and Quality

“ Innovation within Ardagh Metal Packaging is more than a process, it’s our culture

## Innovation

Innovation is at the heart of everything we do, from design and development to raw material reduction and energy efficiency. We are committed to pioneering new packaging products and manufacturing processes. Together with significant investment in research and development, this is how we maintain our leading global position.

We continue to succeed in innovation by focusing closely on three areas: new market solutions, product optimisation such as lightweighting, and operational excellence.

Our aim is to deliver industry-leading product and process innovation to our customers.

## Quality

Our quality objective is to have processes to target zero-defects across the organisation in order to deliver fit for purpose, interchangeable cans and ends to customer filling lines and to ensure a safe performance towards the final consumer.



# Premium Print

For a sharper image



## Product benefits

- Ability to produce compelling graphics that command attention
- Enables photo-realistic images.

## Technical specifications

- Resolution: 120 lines per inch possible; please contact our graphics department for details
- Laser-engraved plate technology
- Customised development process and proof cans required.



**Perrier** were looking for the **ultimate in sharp, clear and beautifully coloured visuals** for their high-end range of Perrier & Juice drinks.



Choosing Ardagh's **cutting-edge print technology Premium Print** brought their graphics of crisp, fresh fruit and effervescing liquids to life.



“ We chose **Premium Print** for our brand älska as it enables us to have **photo-real fruits** printed on the cans – so our customers get the whole package: premium drink and premium design.

**- Synne Nyland, Brand Manager, Product Developer and Head of Communication at The Swedish Cider Company**

# Variable Print

Customise your packaging

## Product benefits

- Effective response to on-going trend of mass customisation
- Allows brand to easily adapt to time-sensitive events
- Enables unique collectable promotions
- Cost-efficient and highly targeted print process.

## Technical specifications

- Contrast created through one printed colour with the can metal colour
- Up to 24 designs per production run possible.



## Go Mate

Go Mate is a strong and natural brand featuring a collection of distinctive characters that contribute to the brand's overall identity and individuality, rendering each one distinct and unparalleled. Employing Variable Print enabled the simultaneous printing of these distinct characters in a single production run.



What does it  
**...TASTE Like**



Valora communicated the invigorating effect of its energy drink 'TASTES LIKE...' with **eight different designs**, using Ardagh's **Variable Print** technology on 250ml slim cans.



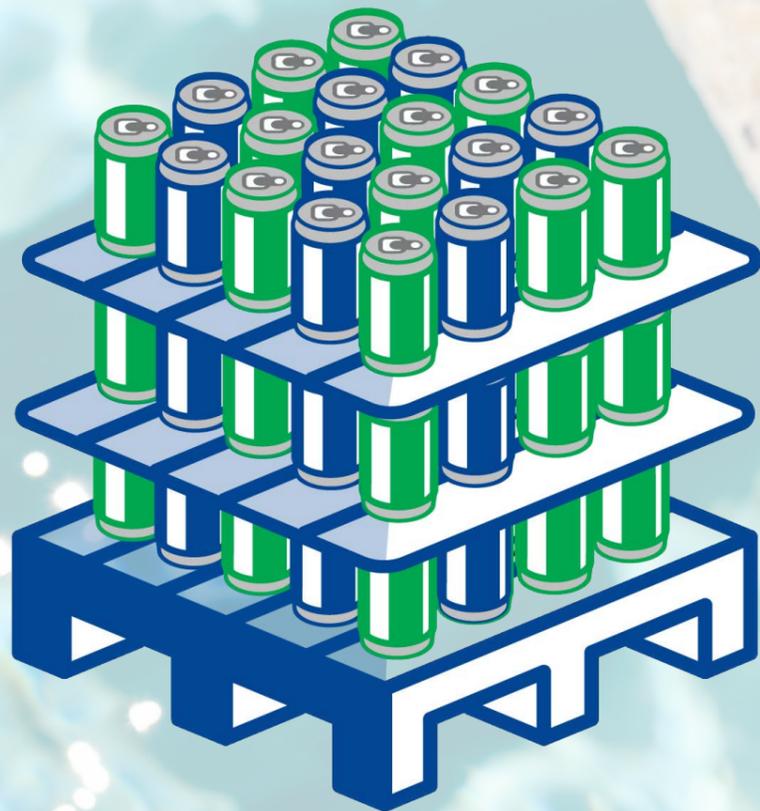
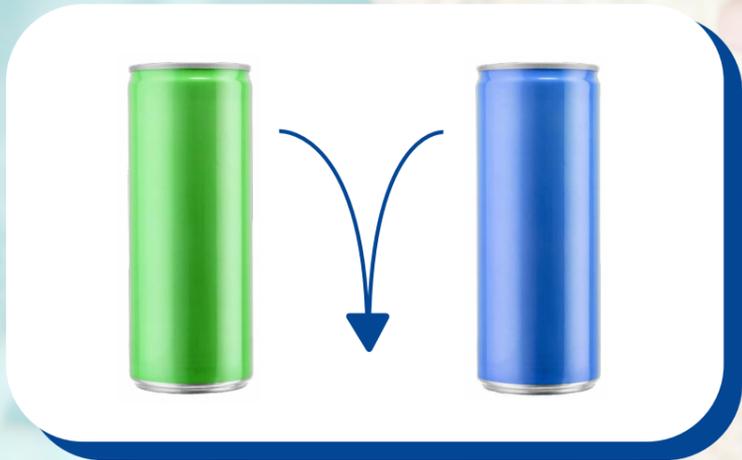
# DuoPrint

Elevate Your Decorating Game

Efficiency at its best:

No need for multiple productions – DuoPrint simplifies the art of design merging.

- 2 labels randomly mixed on 1 pallet
- Available on dual back end can lines.



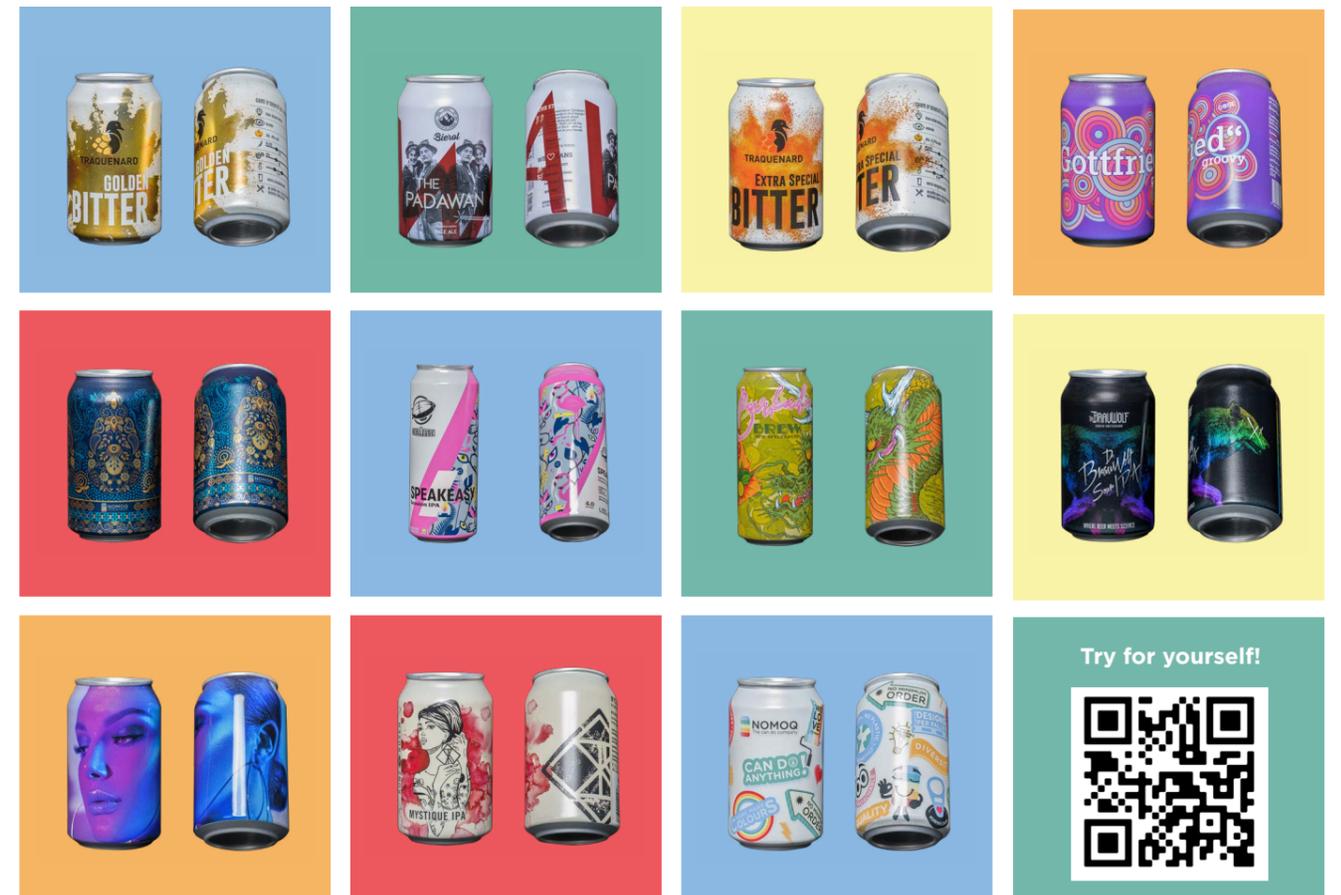
# Digital Can Printing

We offer digital can printing via our partner **NOMOQ**.

They love turning our Ardagh Metal Packaging aluminium cans into works of art, so your great drink gets the packaging it deserves.

**NOMOQ** stands for **N**o **M**inimum **O**rder **Q**uantity.

- Short lead times
- Photorealistic graphics
- Finishes: matte, glossy or selective gloss
- Easy customisation
- High print quality.



Try for yourself!



# Matte Finish

Enhanced aesthetics with premium appeal

## Product benefits

- Unique finish draws consumer's eye at POS
- Visual and haptic enhancement
- Strong contrast to glossy competition
- Ease of implementation throughout supply-chain.

## Technical specifications

- Filling line trial recommended with CTS on-site.



# Tactile Effect

Textured can surface

## Product benefits

- Highlights specific design elements; attention-grabbing
- Furthers brand-to-consumer engagement due to overall sensory experience
- On-shelf product differentiator.

## Technical specifications

- Design proof required
- Filling line trial required (recommended with CTS on-site).



“ We opted for Ardagh’s appealing **matte overvarnish** to make the can stand out on the shelf. The visual excellence of the packaging not only catches the eye but reflects the all-natural, health- and environment-conscious product itself.

- Alex Wright, Founder of Dash Water



# Embossed Cans

Sculptured can surface

## Product benefits

- Speciality look and feel
- Highlights key details in overall design
- Consumer's eye drawn to detailing; stands out at POS.

## Technical specifications

- Sizes: 330ml and 500ml standard cans (Non-beer drinks require qualification)
- Axial load is reduced
- Development process and production trials necessary
- Filling line trial required (recommended with CTS on-site).



Want more? Variable embossing offers up to 6 different designs in one production run!



Explore our solutions of universally embossed patterns and personalise them with your unique graphics!



*Finely embossed lines*



**And Union** opted for a design which evokes a minimalist message.

The clean finish is juxtaposed with a series of **geometric images, finely embossed** into the can which adds texture and creates shadows around its circumference.

*Tangible structure*

**VELTINS'** updated beverage cans show an **elevated 'VELTINS' brand name** and a **tangible structure** on the beverage can's surface.

Thereby, they link seamlessly to the Veltins brand profile of the relief bottle and the brand's crate, thanks to Ardagh's **embossed technology**.



*Elevated brand name*

# Thermo Finish

A hidden message appears at a defined temperature

## Product benefits

- Encourages correct serving temperature
- Temperature-sensitive pigments change colour based on pre-defined metrics
- Facilitates interaction with consumers at POS.

## Technical specifications

- White to colour: aqua, blue, goldenrod, green, magenta, orange, blue jay, grape or radiant orchid
- Colour to colour: yellow to green
- Customer can choose from standard temperature range.



# Premium White

For an ultimate white

## Product benefits

- Enhances the brand visibility
- Transports the premium feeling which is often associated with bright white.

## Technical specifications

- Colour: premium white.



## Did you know?

We also offer a two-stage Thermo Finish in which a second design change appears as the can warms up!



\*As can warms up

# Fluorescent Finish

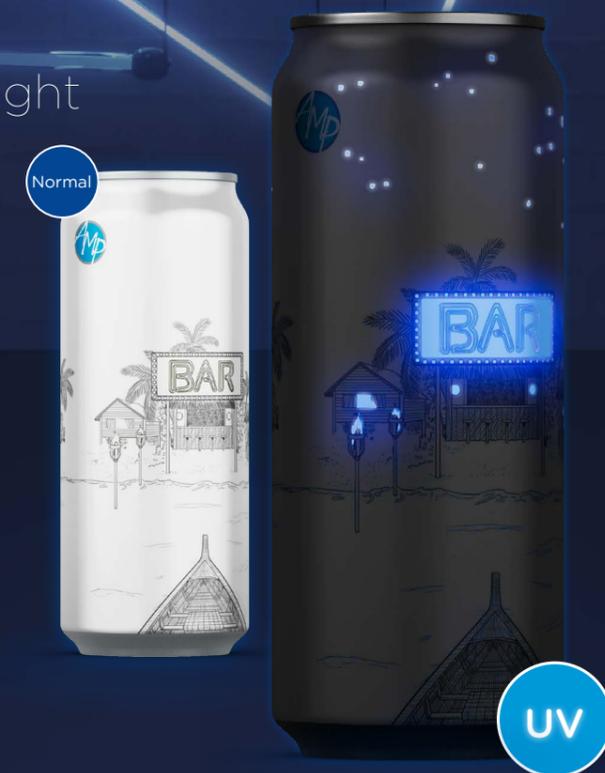
Your cans shine under UV light

## Product benefits

- Captures consumers' attention with an 'out-of-the-box' drinks experience
- Optimal on-premise solution to highlight elements of the can design
- Opportunity to enter new markets with a nightlife tailored can.

## Technical specifications

- Design proof required
- Colours: white or green, fluoresces under UV light.



# INNOVATION

## H!GHEND

Highlight your brand with the cutting edge H!GHEND, a versatile innovation series that allows high quality printing on the entire shell surface with one colour, one image or several designs enabling impactful branding, customisation and differentiation.

### Product benefits

- 100% shell coverage
- HD printing
- Integration of end with can design
- Transparent or full coverage colours
- New area for information, logos, #hashtags, QR codes and branding
- Eye-catching, functional and stylish.

### Technical specifications

- Available for end diameter 202
- Random tab orientation
- CTS to support line qualification
- Available for epoxy or BPANI.



Three series of exquisitely customisable print options open up a world of brand-new promotional possibilities.

### H!GHEND colour

Perfectly matching specific colour branding

Instant differentiation and easy customisation with coloured shells for all brands.

- Full shell printing in one colour (solid or transparent)
- Colours: print any colour you like.



### H!GHEND image

Eye-catching HD printed design

H!GHEND image enables printing of one design on the complete shell surface.

- Full shell printing of one design
- Colours: CMYK + 2 spot colours
- Printing on side walls possible (e.g. text, logos, QR codes, #hashtags) with controlled distortion
- Random tab orientation.



### H!GHEND multiple

Create novel, original and customised campaigns with multiple designs

A new dimension for promotions - enables novel, original and customised campaigns or brand activation.

- Mixing multiple designs in one batch
- Colours: CMYK + 2 spot colours
- Printing on side walls possible (e.g. text, logos, QR codes, #hashtags) with controlled distortion
- Random tab orientation.



HIGHEND is an award-winning transformative new packaging customisation series for beverage can ends.

Developed by Ardagh Metal Packaging-Europe, the HIGHEND series uses incredibly versatile printing technology to allow canned beverage brands to deploy highly differentiated visual effects at the can end for the first time, making this area of the pack a newly valuable player in overall branding.



World BEVERAGE Innovation Awards 2022 WINNER

The Canmaker Cans of the Year Awards

### GREENE KING

"In the busy craft beer marketplace, we wanted to have a point of difference - something that would appeal to the modern drinker, while reflecting the heritage and craftsmanship that go into our beers, that are centuries in the making. The HIGHEND toppings from Ardagh Metal Packaging gives them that exciting, premium twist."

- Alex Radcliffe, Head of Marketing for the craft beers at Greene King



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### PÉLICAN

"With Pél!can as a new brand, we wanted to really differentiate the pack, so we chose HIGHEND to remind customers to engage in that moment of pleasure and ritual - the "flip" - that makes drinking unfiltered Pél!can a special experience."

- Margaux Planquart, Senior Craft Brands Manager, Heineken Entreprise

### Czech energy drink powerhouse BIG SHOCK! deployed HIGHEND to stunning effect

Unleashing an impressive special edition can to mark the launch of Call of Duty: Modern Warfare II. Consumers were invited to unlock enhanced game features by following a "covert" link printed crisply into the edge of the shell - a feature made possible for the first time by the power of AMP's new HIGHEND technology.



"We were determined to find the newest available technology out there for this promotion. HIGHEND gives us exactly what we need, with new ways to draw in consumers and offer them something they haven't seen before."

- Jan Kopriva, Big Shock! Marketing Manager



### PIXELADE & CANDY CAN

"HIGHEND gave us exactly what we needed for the CANDY CAN and PIXELADE range, enhancing the primary packaging and strengthening the brand. We could choose HIGHEND colours that perfectly match the specific style of each can, which wouldn't be possible otherwise. Making the most of the can end gives the CANDY CAN and PIXELADE cans an individualised aesthetic that's totally in line with the brand, and really makes them stand out from the crowd."

- Pieter van den Akker, Partner-CEO, BearField B.V.



### KAAPSE BROUWERS

"This new look for our beer cans is fantastic - something really different and exciting at the top of the can. AMP's HIGHEND allowed us to unite all our Kaapse craft beers. We're binding the brand, emphasising the 'K', and reinforcing the fact that this is a Kaapse beer every time the customer picks it up."

- Tsomme Zijlstra, CEO, Kaapse Brouwers



# Coloured Tabs



## Product benefits

- Diverse and individualised design options for the end of the can
- Simple yet effective enhancement allows product to stand out from the crowd
- Eye-catching: gives the can its finishing touch.

## Technical specifications

- Available for end diameters 200 and 202
- Colours: gold, black, yellow, orange, pink, blue, green and red
- Non-standard colours on request.



Radnor Hills has opted to make the most of Ardagh's **Coloured Tab range** by selecting different Coloured Tabs for each product **for easy identification from above.**



Ardagh's **Coloured Ends** are a bright and contemporary finish for our cans and a great extension of Beavertown's can designs.

- Nick Dwyer, Creative Director at Beavertown Brewery

We also offer lacquered Coloured Shells in black and gold for both end diameters 200 and 202!

# Laser Coded Tabs

## Product benefits

- Promotional tool that reveals a code hidden under the tab when the can is opened
- Strengthens consumers' loyalty: winning and drinking occurs simultaneously
- Reinforces intent to purchase.

## Technical specifications

- Available for end diameters 200 and 202
- Tab colours: silver, gold, black, yellow, orange, pink, blue, green and red
- Mix of icons and codes possible.



Encourage sales by mixing instant win/ collector logos amongst Laser Coded Tab promotions!

If your **Laser Coded Tabs** are linked to an interactive campaign, make your packaging part of it: Place a **QR code** on your can and build a bridge between the online and the offline world! Sizes and colour contrasts are defined in our graphics guidelines.



# Laser Decorated Tabs

## Product benefits

- Reinforces brand communication
- A message or symbol on the tab grabs attention
- Extends consumers' behaviour from just drinking to collecting.

## Technical specifications

- Available for end diameters 200 and 202
- Tab colours: blue, black, red, green, orange and pink
- Mix of icons possible
- Development and customer approval required.



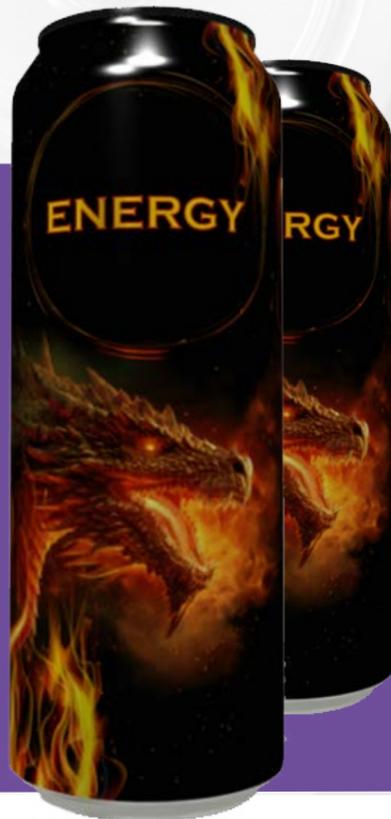
*Why not go XL?*  
Grab even more attention with an **enlarged** decoration space!



# Innovative Design Concepts



HIGHEND with Coloured and XL Laser Decorated Tabs



568ml Standard Can with Premium Print



Check out the visualisation in our 3D studio

## Combine your Wine Can with our ready-available Wine Laser Decorated Tabs

### Description & benefits

- Easy wine type identification in catering trolleys, refrigerators or cooler bags
- Available in stock colours: pink, red, green
- Regular and XL designs available.

Emphasise the style of your wine



Give your Wine Can its finishing touch



### Product benefits

- Speciality look and feel
- Haptic, bold brand communication
- Logos, icons or simple text possible.

### Technical specifications

- Development and customer approval required.



Embossed Shells

### Product benefits

- Entertains and engages consumers as it is something to discover and designed to excite
- Potential basis for a tab collection.

### Technical specifications

- Available for end diameters 200 and 202
- Tab colours: silver, gold, black, yellow, orange, pink, blue, green and red
- Development and customer approval required.



Punched Tabs

### Product benefits

- Icons or simple text possible.
- Additional space for brand or legal information.

### Technical specifications

- Available for end diameters 200 and 202
- Development and customer approval required.



Incised Shells

# Wine Cans

Innovation meets tradition

## Product benefits

- Single-serve and convenient
- Looks cool and stands out at POS
- Best protection for your wine: air-tight, light-proof, unbreakable
- Premium can with 12-month shelf-life
- Corrosivity test and support on the line by CTS.

## Technical specifications

- Sizes: 187ml, 200ml and 250ml slim cans
- Special specifications for optimum protection of your beverage throughout the entire supply chain
- Sealed with special wine end.



Scan QR code to find out more in our Wine Can brochure.



Find out more about the unique properties of our wine can & the advantages it offers in terms of sustainability and logistics



# Retort Cans

Retort-capable cans and ends at unique specifications.

Target sensitive beverages for preservation including dairy, plant-based beverages, coffee, tea, and more.

## Technical Specifications

- Available for most can formats and sizes and for end diameter 200 and 202
- The full range of graphic design options remains unaffected, including a matte finish
- Please consult your designated contact at Ardagh for confirmation on the availability of cans and ends suitable for retort or sterilisation processes.



# Nitro Cans

In-can widget offers nitro beverage lovers a compelling off-trade drinks experience

## Product benefits

- Unique sound activated upon tab-opening
- Nitrogen release offers distinctive, cascading pour
- Technology delivers creamy foam with staying power
- Enhanced texture and mouth feel when consumed.

## Technical specifications

- Material: aluminium with fixed widget
- Sizes: 250ml slim cans, 330ml sleek cans and 500ml standard cans; other sizes on request
- Reduced fill level to accommodate the widget
- Beverage compatibility test by CTS
- Filling line trial required (recommended with CTS on-site)
- Widget-compatible filling line required.



Consumers can replicate the effect of a **traditional pub-poured beer** at home



We collaborated with Forged Brewery to create this stunning all-black Nitro Can, a 500ml aluminium marvel with a nitrogen-infused widget, revolutionising the availability of high-end Forged Irish Stout for off-trade customers. Upon opening, it delivers an attention-grabbing 'whoosh,' preserving the full sensory experience of a draft stout with that velvety pub-quality mouthfeel.

The UK's number one cocktail mixer company **Funkin Cocktails** uses Ardagh's technology to **create bar-quality cocktails** directly from the can.



Infused with nitrogen, the Funkin Cocktails range delivers an attractive cocktail with a **long-lasting foam head** and a velvety-smooth finish.

**- Ben Anderson,**  
Marketing Director at Funkin Cocktails



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London Fog is a creamy, nitrogen-infused Oat Milk latte with black tea, celebrating the subtle flavors of Bergamot. The comforting taste of Earl Grey meets the deliciously smooth texture of a nitrogen-infused latte. DIRECTIONS: Open to unleash the roar, that's nitrogen making magic.

[risebrewingco.com](http://risebrewingco.com)



Beyond beer, RTD cocktails and coffee, many other beverages can be enhanced with the **multi-powers of the Nitro Can**, creating new and exciting **frothy drinks!**

Learn how a Nitro Can works and watch our youtube video!



Do you need support getting started or finding a filler?  
Contact us at [beverage.cans@ardaghgroup.com](mailto:beverage.cans@ardaghgroup.com)!

Follow us @ArdaghGroup

For enquiries email: [beverage.cans@ardaghgroup.com](mailto:beverage.cans@ardaghgroup.com)

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