

Letting the packaging communicate

The experts of Ball Packaging believe that in today's market, packaging is so much more than just a protective outer layer; it can actively deliver targeted messaging in an engaging way in their view. As consumers increasingly demand that brands speak to their individualised desires, smart and efficient can manufacturing at Ball Packaging now combines mass production with a unique character. Interactive elements can involve consumers with brands even further by creating personalised experiences that can be shared with others. Exemplifying Ball's views on packaging, their new state-of-the-art printing technology, the aptly named Dynamark® Effect, addresses the megatrend of product individualisation. With groundbreaking 'metal science', it turns mass produced beverage cans into customised creations and it is capable of producing up to 24 different designs in a single production run.

Headquartered in the US with operations worldwide, Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services. The company's origins can be traced back to 1880 when it was founded by two of the five Ball brothers who rose to prominence with their glass fruit jars. Today, Ball Corporation and its subsidiaries employ 14,500 people worldwide and reported 2014 sales of

\$8.6 billion. Europe is an important market for Ball Packaging; the company has 12 production sites in Europe as well as an extensive marketing and sales organisation. "Ball is the global leader in metal packaging," Ms. Nicola Kerkhoff, product manager at Ball Packaging Europe explains. "In addition to cans, we develop and manufacture packaging for a variety of products ranging from food to deodorant."

In the beverage industry, Ball made industry headlines in 2013 when it first

introduced its Dynamark printing technology, allowing beverage producers to use a new marketing tool, due to the possibility of printing multiple graphic designs in one job. Just to clarify what a massive step forward for can printing this is: the only alternative for Dynamark's automated, all in one go process is manual mixing. Dynamark technology enables achieving up to 24 different printing patterns during one job – from logos to images, graphics and lettering. Ball Packaging suggests that the new printing process can be effectively used for the production of limited edition cans with patterns specially designed to celebrate specific events. Beverage producers can modify the designs on the packages during campaigns by rapidly printing new slogans from social media like Facebook and Twitter on the packaging. As a result, combining the ubiquitous virtual world with the reality, the brand can become even closer to the consumer. On that note, Ms. Kerkhoff adds that Dynamark® Effect addresses two major consumer trends: the growing demand for mass product customisation and the need for design adaptations to time-sensitive events like music festivals and sports competitions.

In 2013, Coca Cola was the first to prove how Dynamark makes it possible to transform a simple can into a highly coveted, personalised gift with its internationally acclaimed 'Share a Coke' promotion. For the first time ever, Coke replaced its iconic logo with 148 different names, nicknames and quirky expressions in single-colour on the metallic colour/white base coat of the can. In replacing the logo, Dynamark® allowed Coca-Cola to "unbrand" itself and allow consumers to truly own the can and their overall drink experience.



This action turned Coca-Cola into a marketing hero and the cans into highly coveted collectors' items.

The Share a Coke campaign was realised with the first generation Dynamark® Effect 1.0, which was launched by Ball in 2013. Now in 2015 and just in time for summer, Ball introduces the latest instalments in the series – 2.0 and 3.0 – each designed to add even further value to the promotional objectives of brands across the beverage spectrum.

As Ball Packaging has further developed the flagship technology, some of the world's biggest brands were keen to join the company on their journey. Coca-Cola (Light) and Munich-based Paulaner brewery have used the next generation – Dynamark® Effect 2.0 – to great effect, notably. Paulaner's first production run of a series of limited edition 50-centiliter beer cans honoured the celebrated Bayern Munich football club. The cans, in the club's signature red and blue team colours, feature the portraits of 12 players on 12 different and extremely vibrant cans. The enticing containers, available since mid-March in participating food stores and beverage shops, have been a big hit with football fans. Carlsberg brewery also saw the value proposition of this technology and in April 2015 launched a special edition can celebrating the rock band AC/DC using Dynamark® Effect 2.0. To pay tribute to the living rock legends and their fans, the German brewery issued a series of eight 568-milliliter beer cans for the band's "Rock or Bust" world tour. Each container comes in a compelling black background colour, and features the date and one of the eight German venues the Australian combo is set to rock between May and July 2015. The band's logo is featured in compelling colours, highlighting the energy AC/DC

will release onstage and putting fans in the mood for a spectacular musical experience.

With Dynamark® Effect 2.0, Ball can reproduce large-format lettering, simple images and signatures, either in the same or a different colour than the background of the can. By enabling the printing of finer detail, 2.0 gives customers greater design flexibility. And the third generation promises even greater design flexibility, says Ms. Kerkhoff, who adds that the first two generations are proven in the field: "Millions of Dynamark treated cans have been sold worldwide. It's early days for the third generation; we've only just introduced it. But our customers are already approaching us with design and

campaign ideas." She points out that while Dynamark 2.0 already allows for a great deal of realism, 3.0 takes it to the next level with the variable printing of two-colour, high-resolution images of near photographic quality. The promise of 3.0 is that it "will take customised printing beyond previous expectations, going beyond simple text and images." Meanwhile Ball continues to introduce packaging design innovations. Ms. Kerkhoff highlights their integration straw design solution, named Strawster, which Ball also describes as an inventive "in-can" technology, designed to initiate consumer excitement and "chatter" when opened. . Featuring a self-activated straw, which 'magically' appears once the tab of the can is





engaged, this smartly engineered mechanism merges modern convenience with a touch of 'WOW' to the overall consumer drinking experience. To

further advance the solutions appeal, Ball can laser logos, simple images and messages directly onto the exterior of the straw – a notable differentiator in this highly competitive marketplace. Launched in Poland by innovative beverage maker Sulimar, the integrated straw solution features in one of the brand's key drink offerings, Cornelius Grapefruit. The popular flavoured beer, which was previously available in bottles only, was now launched in the premium Ball can. With Cornelius Grapefruit's primary consumer base made up of women, this in-can straw is a strategic opportunity to speak to those within a market that are often not comfortable drinking out of a can. In addition, with the can's slimmed down nature, it also caters to the global move by health-conscious men and women alike to control their portion intake. Sulimar brewery played an active role in preparing for the launch by conducting extensive testing with this new packaging format. To realise its market debut, Sulimar developed a close cooperation with the Żabka chain stores to sell the cans in key regions throughout Poland.

Innovations such as these and indeed partnering with customers such as Sulimar ensure that Ball stays at the forefront of the highly competitive

beverage packaging industry, says Ms. Kerkhoff. She sees plenty of growth potential in the market: beverage manufacturers have witnessed tremendous growth in the last five years, not in the least thanks to new technologies such as Ball's that have initiated the emergence of innovative packaging designs. "We manufacture more than 65 billion recyclable aluminium and steel cans a year worldwide. They're lightweight, fully recyclable, quickly chilled, easy to store and cost-effective – that's what makes them the package of choice to beverage producers worldwide."



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