

This content has been provided by www.webpackaging.com

REXAM

Rexam Beverage Can - Europe & Asia

Nuts about cans!

Lorenz Bahlsen Snack World stands for high quality snack food so it's not surprising that it has chosen global packaging leader Rexam as its partner to develop a new package for its leading peanut brand.

Lorenz Bahlsen Snack World, a European family business, now headquartered in Neu-Isenburg, close to Frankfurt, Germany, has been producing savoury snacks for over 70 years, the last four of these using the Lorenz Snack World name. Today it has more than 8 production facilities across Europe, and exports to over 60 countries around the world.

Lorenz Snack World is well known for its innovative approach to both product and packaging and in June last year, the company joined forces with Rexam to come up with a new snack packaging concept. The company already used 3-piece cans but felt the 2-piece can, traditionally used for beverage packaging offered a modern, trendy and convenient alternative. "By adding a full aperture end to the beverage can you have a package that is easy to open and is ideally suited to the modern consumer in the snacks market," explains Ann Bonner, New Product Development Manager at Rexam.

The response from the market place has supported this view. Initially targeted at the on-trade, early shipments have exceeded expectations with Lorenz Snack-World happily reporting that consumers quite literally have gone 'nuts' about the new cans! Commenting on the development, Ann Bonner is not surprised by the cans success in this new application. She comments, "The 2 piece can is actually one of the most versatile packages on the market today. It is lightweight and easy to store, keeps the product fresh and safe and offers unparalleled opportunities in terms of promotions and branding. She continues, "What we have also found is that companies are becoming increasingly aware of the environmental impact of their packaging choices.



have seen companies switch to cans from less environmentally friendly options.”

[Click here to visit this online at WEBpackaging](#)