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Rexam Beverage Can - Europe & Asia

Rexam's 360degree embossing creates a unique can for FIZZ Cooler

Rexam has created a unique can for Finnish brewery Olvi using a 360degree embossing technique that gives the can and the brand a completely new look and feel and great shelf stand out.

Olvi's cider brand FIZZ Cooler has just been launched in an embossed can and has become the first brand to use Rexam's revolutionary 360° embossing technique in the cider category.

360° embossing was launched by Rexam in Europe in 2007 and has been popular with drinks companies across a variety of categories. Customers can choose from a wide range of different patterns to suit their brand.

Olvi chose a "golf ball" design which gives the can a punctured appearance. Not only does the can look different, which creates increased shelf impact and visual stimulation, but it feels different, giving improved grip and encouraging consumers to drink straight from the can.

As well as using Rexam's 360° embossing, the Fizz Cooler cans use Illustration Impact, Rexam's breakthrough printing technique. Illustration Impact gives enhanced colour definition and allows photo like images to be printed on cans.

The FIZZ Cooler can is available in retail outlets across Finland and is aimed at females in the 25 to 40 age group. An outdoor and print campaign is supporting the launch as well as online advertising.

"As a brand, FIZZ Cooler is positioned as a refreshing and cool drink, and we believe that the golf ball embossing design reflects the image well, said Juha Wathen, Product Group Manager for FIZZ Cooler. We wanted to create a completely new look for the brand



little in can shaping.”

“Rexam’s leading global position enables the company to deliver a broader range of value added products” said Tomas Sjölin, Sector Director of Rexam Beverage Can. “This is another example of how we are listening to our customers and responding with packaging solutions that help them build their brands and bottom lines.”

Ann Bonner, Marketing Manager from Rexam Beverage Can praised Rexam’s partnership with FIZZ Cooler, she said; “We are proud to be able to offer such a high quality can and print finish that will help give products improved consumer appeal.

The enhanced visual and tactile elements offered by the 360° embossing gives an improved drinking experience. The success of this can shows the high standard of innovative techniques that Rexam has to offer to those who want to make a difference with their product.”

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