

This content has been provided by www.webpackaging.com

REXAM

Rexam Beverage Can - Europe & Asia

Barr's Originals range launched in Rexam cans

A.G. Barr, the Scottish soft drinks manufacturer, famous for brands such as Irn Bru and Strathmore has launched its Barr's Originals range of traditional soft drinks in Rexam's 330ml aluminium cans.

The traditional range of carbonated drinks, including flavours such as Dandelion and Burdock and Ginger Beer, are now available nationwide in single serve aluminium cans produced at Rexam's Wakefield plant.

Through developing the right combination of size, shape, and design, Rexam, the world's leading beverage can manufacturer, works with its customers to create truly unique packaging to support the brand. A.G. Barr recognised Rexam's dedication to meeting its customer's needs combined with its tradition of quality, when deciding to introduce the Originals range in cans.

Ann Bonner, Marketing Manager, Rexam Beverage Can Europe & Asia, said: "A.G. Barr has a long tradition of quality beverages and sold its first soft drink more than a century ago. With cans having more than 50 years of history, the heritage of both clearly resonates with such a high quality drink whilst also embracing our innovations to keep our customers ahead in today's market."

Jonathan Kemp, Commercial Director for A.G. Barr, said: "Since the launch in early March, we have had excellent feedback from customers who really like the look of the can and the quality of the product inside."

Barr's originals were first re-launched in bottles a year ago and A.G. Barr was quick to extend it into cans for retail outlets and HoReCa opportunities to make the pack more convenient for purchase in a wide range of locations.

The new can format also uses Rexam's tactile varnish which was launched in Europe by Rexam some years



aesthetically pleasing and eye-catching as possible.

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