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**REXAM**

Rexam Beverage Can - Europe & Asia

## Rexam creates buzz among consumers: Machines vend Beeline SIM cards in aluminium cans

Aluminium cans are now being used to sell mobile phone SIM cards from vending machines in the Ukraine thanks to Rexam's innovative technology. The move is designed to appeal to a younger audience who are looking for a quick and convenient sales platform.

Rexam, the world's largest aluminium can producer, has teamed up with Ukrainian radio-systems company TM Beeline to distribute their BOOM mobile packages through vending machines that also sell the usual snacks and beverages.

"You can now buy SIM-cards packed in beverage cans on the street in the city centre, meaning you no longer need to visit a mobile shop or a mobile operator's office," says Anton Volodkin, Director of Marketing at Beeline. "The Boom-Banka 'Boom Can' was specially made for a younger audience and for those who value convenience and availability. It contains a mobile service package and price list and is currently sold through 20 vending machines in the Ukraine."

Rexam was chosen to produce the cans rather than local suppliers as it was best able to meet the client's specific design and production requirements. The Beeline brand uses a relatively complicated colour range and although its main colours of black and yellow look simple at first glance, their specific shades needed to be reproduced exactly on the non-standard packaging of a beverage can.

Yuri Shytov, Sales Director in Russia for Rexam Beverage Can, commented 'As an innovative company, Rexam is always excited about helping customers to develop fresh new ideas for the consumer. Rexam is a large global company, but we have many local resources and expertise, and it is through these connections that we can support companies such as TM Beeline to effectively develop



special plastic closure, are currently on sale in vending machines throughout Kiev and are due to be sold in more cities throughout the Ukraine very soon.

The idea for selling SIM cards in cans from vending machines came about because Beeline was looking for a way to set its product apart from its competitors through a novel distribution method. Initially the SIM cards were going to be sold in the aluminium cans through its dealer network, but as the idea progressed it became apparent that vending machines would have even more appeal to the company's young and trendy audience.

So successful has the launch been in the Ukraine, that marketing has been minimal. The concept has taken off through word-of-mouth, which has been picked up by Ukrainian and Russian blogs and websites, all making the concept a huge success.

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