

with aerosol can projects

With 2010 sales of €820m (US\$1.1bn) from 27 plants, Fareva aims to become the largest aerosol can filler in Latin America. The new Brazilian plant, based at Itupeva near São Paulo, has a target annual capacity of 300 million aerosol cans by 2015, with nine aerosol filling lines, Fraisse explained.

The 88,000 sqm site features a 20,000 sqm plant that will initially house two lines supplied by Coster with capacity to fill 60 million aerosol cans a year, and two aluminium aerosol can-

making lines that will start up in May 2012.

A similar facility is planned for St Petersburg in Russia, due to start up by the beginning of 2013, said Fraisse.

Commenting on the partnership with Tubex, he added: "[This] is an agreement of partnership and mutual exclusivity on the long run for the supply of the Brazilian and South American market."

Fareva currently uses about 150 million aerosol cans a year and expects to reach 450m units in 2015, said Fraisse.

beverage can plant in Thailand with Thai Beverage Can since 1996, and have worked closely with our partners as we have expanded into emerging markets. This Vietnam plant fits our long-term strategy to grow our worldwide beverage can business to meet increasing demand from our customers."

• More about Ball's expansion plans: see p21.

L'Oréal wins at the Aerosol Forum in Paris

Innovations in aerosol product technology were recognised at the Aerosol Forum, which was held last month in Paris, France.

Winner in the Hygiene and Beauty category was L'Oréal's Garnier Mineral Deodorant, packed in a monobloc can by Tubex. It is said to be the first

'extreme conditions' 48-hour anti-perspirant and uses a naturally-occurring absorbent mineral of volcanic origin.



Award-winning aerosols: a mineral-based deodorant and a wine preserver

In Technical products, Honeywell was the winner with its latest Gaz HFO1234ze propellant. AquiPro won the Food category for its VinoSpray, which is used to inject carbon



dioxide and argon into bottles of wine after opening to preserve them. The DIY category was won by Henkel, for its Easy-Pack which is used for sealing and gluing jobs without the need for an application gun.

Canmakers and fillers exhibiting at the event included ColepCCL, Boxal, Grumetal, Nussbaum, Tubex, Ukrainian Aerosols, Sarten and Simsek Ambalaj. Equipment suppliers included Hinterkopf, Mall+Herlan and PackSys Global.

Aerosol deodorants shine in Australia

Deodorants in aluminium aerosol cans were metal packaging's success story in Australia last year with double-digit growth. The market is lead by Unilever.

As other grocery and food markets in Australia were lack lustre, deodorants grew by 6.4 percent by volume to 60 million units last year according to Retail World's annual report. By value, growth was 7.8 percent to A\$278 million (US\$281m).

Deodorants in aerosol cans exceeded that by far with growth of 12.2 percent to sales of A\$158m (US\$160m), representing 59.1 percent of the market.

Of that, Unilever leads with 69.5 percent of deodorant sales and is even more dominant in aerosols with 74.3 percent. ▶

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