



Head Office
Skimmedevej 10
P.O. Box 186
DK-4390 Vipperød
Denmark

Tel +45 5911 1110
Fax +45 5911 1180

superfos@superfos.com
www.superfos.com

Sharp looks sell pack performance

Superfos now introduces a new label solution with metallic look. This enables the paint industry and end-users with preference for metal containers to benefit from all the advantages of plastic packaging

A new label with metallic look on Superfos' classic Paintainer container provides paints with an opportunity to obtain a sharp classic metal look for market segments with traditional preference for metal.

Introduction of the new label solution from Superfos has already been well received by the market for especially paints that has strong traditions for metal containers for premium brands.

Decor compliments performance

Group Marketing Director Thomas Koefoed from Superfos that is a significant supplier of high quality containers to leading paint manufacturers all over Europe says:

"Eye-catching on-pack decoration not only displays image and brand, it is essential to catch consumers' attention. On the paint market we still experience a hardcore preference for metal packaging solutions in selected segments. This preference is, however, based mostly on image and perception and forces industry to compromise on performance versus looks or vice versa."

"With our new option for labels with metallic look, paint manufacturers can now choose a sharp metal look for premium paint brands without having to compromise on performance. The new labels with metallic look are a purely visual feature. Moreover, the see through transparent material makes it possible for consumers to see how much paint is left or the colour of the paint in a container without opening it. The labels are produced in 100% PP material which means that all the supreme benefits of the plastic solution are maintained," explains Thomas Koefoed.

Lifting the market standard

Featuring a straight sided design, the Paintainer was originally developed as an alternative to metal containers. Plastic packaging provides huge performance advantages compared to metal including increased flexibility, user-friendly open and closure-systems, better stacking ability, and no risk of dents or rust-contamination. Finally, it handles temperatures down to -18° C. All together, plastic packaging offers maximum ease, reduced risk for both industry and consumer, and it is an environmentally sound choice.

"With the new option for labels with metallic look, Paintainer is more than an alternative. It lifts the market standard for paint containers with a functional design and premium decoration for outstanding branding possibilities," ends Thomas Koefoed.

Further information:

Contact Communication manager Annette Gottsche + 45 5911 1110 or www.superfos.com.

Superfos develops and produces user-friendly plastic packaging of high quality for the products that people use every day throughout their lives, whether it be food, dairy products, health-care products, cosmetics, oil and paint etc.

With 11 productions facilities in Europe and one in the United States, the company has an annual turnover of approximately 355 millions EUR and 1,600 employees. Superfos Industries is controlled by the Industri Kapital 1997 Fund (67%) and Ratos AB (publ.) (33%)