

Press Release



Date: October 8, 2025

Subject: TRIVIUM PACKAGING RECOGNIZED BY IMDPA FOR BEST OF CATEGORY IN AEROSOL BOTTLES FOR AXE PEACH INFUSION DEODORANT CAN

Information:

Trivium Packaging, the \$2.9B global metal packaging supplier, has been recognized by the International Metal Decorating & Packaging Association (IMDPA) for its continuous innovative work in metal packaging design.

The IMDPA Excellence in Quality Contest honors outstanding companies that have made exceptional quality, sustainability, and consistency their mission in the pursuit of decorating and packaging excellence. Trivium Packaging was awarded Best in Category in the "Aerosols and Bottles" category for its packaging design for the **Axe (Peach Infusion) can** this year.

The IMDPA gives the Best of Category award in Aerosol & Bottles to the single metal aerosol or bottle entry deemed most exceptional in quality. The judging criteria for these excellence awards evaluate a submission's printing quality, technical expertise, and overall design.

Trivium's success underlines the industry and consumer desire for inventive and circular packaging. All of Trivium's designs use premium, recyclable metal that allows for resealing, reusing, and recycling, while also offering a unique, modern, and attractive design for each brand partner.

The 50x121 aluminum can uses Trivium's proprietary advanced aluminum alloy. This innovation achieves a 5% weight reduction while maintaining structural integrity, enhancing both sustainability and performance. The can is produced in a facility powered by green energy and certified for energy efficiency and environmental management. Visually, each of the five SKUs features dynamic, scent-inspired artwork that elevates the consumer experience with premium, motion-themed graphics. The design exemplifies the fusion of technical innovation and bold design, redefining what's possible in male grooming packaging.

Trivium's recognition by the IMDPA for its innovations in packaging design underlines a core message: sustainability does not need to come at the expense of quality or aesthetics, instead creating a new canvas for creativity to flourish.

Judges for the IMDPA awards are conducted by an unbiased panel of graphic arts professionals and include those with metal decorating experience.

About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable metal packaging for the world's leading brands. Trivium has more than 60 locations worldwide and employs close to 7,400 people, with sales of \$2.9bn. For more information, visit www.TriviumPackaging.com.

About The International Metal Decorating & Packaging Association (IMDPA)

The IMDPA is a non-profit membership corporation composed of individuals promoting the interests of lithographers, metal decorators, can makers, designers, and trade suppliers involved in the decoration of metal products worldwide. Our objective is to foster and encourage improvements and advances in the art of metal decorating through education and communications.