

# Press Release



**Date:** September 7, 2021

**Subject: TRIVIUM ARGENTINA WINS SECOND INTERNATIONAL PACKAGING AWARD WITH COCINERO FOR INNOVATIVE AEROSOL CAN DESIGN**

- Trivium Argentina produced aluminum aerosol bottle for Cocinero Fritolim Oliva wins AEROBAL's "World Aluminum Aerosol Can Award 2021" in the "Can Already on the Market" Category
- The announcement follows Trivium Argentina and Cocinero's win in the aerosol and bottles category at the 2020 International Metal Decorating and Packaging Association (IMDPA) Awards.

## **Information:**

Trivium Packaging, a \$2.7B global leader in sustainable metal packaging solutions, continues to gain recognition across the globe for its unique sustainable metal packaging designs, winning yet another major international award for its work with iconic Argentinian edible oil brand, Cocinero.

Just months after taking home a top honor from the 2020 International Metal Decorating and Packaging Association (IMDPA) Awards, Cocinero's Fritolim Oliva + Clasico aerosol can produced by Trivium won the "World Aluminium Aerosol Can Award 2021" competition held by the International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL) in the category "Can already on the market." The category is one of the most competitive, with the 26 AEROBAL members accounting for approximately 73% of the production worldwide.

*"We are proud to partner with Molinos Rio de la Plata in the development of this can. There is an abundance of passion, expertise, and pride behind this can. Our team is driven by exceeding our customers' expectations and bringing their brand to life on store shelves, in a sustainable and attractive package that connects with the consumer whether they are brand loyalists or trying the product for the first time. It is with gratitude that we accept this award." – Santiago Perez Hernando, Commercial Director, Trivium Packaging, Argentina.*

To achieve this prominent accolade, the brand's owners, Molinos Rio de la Plata, alongside Trivium Argentina, worked to ensure the design showcased the brand's iconic hallmark--a distinguished-looking man in his apron and chef hat, smiling back at the user--while embracing the new packaging for the three varieties: Clasico, Oliva, and Butter. The shape of the cans presented a real challenge and was "mastered excellently" according to the judging panel. In the graphic pre-production phase, the distinctive face had to be created precisely in such a way that it would appear perfectly and correctly proportioned despite the deformation of the can during the manufacturing process, a challenge that required attention to detail and precision. Trivium's team of experts was able to use techniques in pre-production graphics, so when applied in production, the graphics printed crisp, clean, and proportional despite the shape of the aerosol can.

According to the jury, other design elements of the winning cans were "striking and eye-catching: a powerful green and a dominant red, which were also consistently picked up in the colour of the respective cap, stand for the different types of oil."

Beyond preserving the hallmark imagery, a key factor in taking home the top honor was the use of sustainable materials contributing to better products for the Argentina market. Cocinero oils' packaging is produced using 100% infinitely recyclable aluminum with recycled content. This material reflects the

company's mission to provide more valuable, healthy, and accessible products to health-minded consumers.

By winning the AEROBAL competition 2021, the leading Argentinian brand is entitled to participate in the WorldStar Packaging Award 2022, one of the major events of the World Packaging Organisation (WPO).

For more on the awards, visit: <https://global.com/awards/>

### **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, employs close to 8,000 people with sales of \$2.7bn. [www.TriviumPackaging.com](http://www.TriviumPackaging.com)