

Press Release



Date: October 26, 2026

Subject: TRIVIUM PACKAGING RECOGNIZED WITH THREE CANS OF THE YEAR AWARDS ACROSS AEROSOL AND SUSTAINABILITY CATEGORIES

Information:

For the seventh consecutive year, [Trivium Packaging](#), a global supplier of sustainable metal packaging, has been recognized by The Canmaker's prestigious Cans of the Year Awards for its innovative packaging solutions and commitment to sustainability.

The Cans of the Year Awards are among the metal packaging industry's longest-running and most respected award programs that recognize excellence in design, innovation, manufacturing quality, and sustainability across steel and aluminum packaging. This year, Trivium won three awards: a gold in the sustainability category and a silver and bronze in the aerosols category.

Trivium Packaging (Brazil) earned both the gold award in the sustainability category and the bronze award in the aerosol category for its work on the Adidas Clinical deodorant aerosol can developed in partnership with Coty. The aluminum aerosol packaging combines a modern, bold design with a premium finish that reflects Adidas' iconic brand identity while helping the product stand out on shelves. The packaging was revitalized and standardized, resulting in a 20% weight reduction while maintaining performance and quality. These advancements helped earn top honors in the sustainability category.

Trivium Packaging (Youngstown, Ohio) received the silver award in the aerosols category for its work on TRESemmé Gold Hair Care for Unilever. This project produced new, elevated artwork, resulting in a premium, salon-inspired packaging design featuring triple-split visual treatment. The design creates a cohesive appearance across packaging formats while delivering shelf presence through its elevated finish, stacked graphics, and sophisticated use of contrasting colors. The TRESemmé aerosol can demonstrate how high-quality decoration and innovative printing techniques can strengthen brand identity and create an elevated consumer experience.

For the Cans of the Year Awards, entries are evaluated across multiple criteria, including production quality, technological innovation, print and decoration quality, sustainability achievements, functionality, material efficiency, and overall excellence in packaging design. Additional information and full details of each winner can be found on the official [Cans of the Year 2026](#) website.

About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable metal packaging for the world's leading brands. Trivium has 57 locations worldwide and employs approximately 7,200 people, with sales of \$3bn. For more information, visit www.TriviumPackaging.com.