

Press Release



Date: November 15, 2021

Subject: New competition to showcase the aesthetic possibilities of metal packaging

Information:

Trivium Packaging calls for entries to its Forever Canvas Challenge 2022, inviting designers to create show-stopping graphics for its infinitely recyclable products.



Trivium, a global provider of metal packaging, is pleased to announce the [Forever Canvas Challenge 2022](#). This new design competition invites the creative community to help showcase the aesthetic possibilities of metal packaging, with show-stopping graphics that make cans and bottles pop.

The new name in packaging excellence is calling for entries from the next generation of designers across the USA, South America, and Europe, through a media campaign and outreach to leading graphic design colleges and universities. Entrants will choose one of the products in Trivium's range, in all its raw metal beauty, and create clever, eye-catching, memorable designs that champion this highly sustainable packaging form. Arresting illustration and photography, inspired lettering and branding, colour transitions, powder-coated or high-gloss finishes – the possibilities are endless!

The competition is called Forever Canvas because the aluminium and steel used at Trivium recycles forever, which makes it a gleaming blank canvas that can uniquely come back for more, over, and over, again. From food and drink packaging to cosmetics, metal enables truly outstanding branding and graphics, especially as designs can be directly applied to its surface. Some of Trivium's designs attract collectors, using expertise in techniques to create memorable limited-edition pieces for brands.

Real-life prototypes and global promotion

The winning designs will be made into real-life limited-edition prototypes and shot by a leading packaging photographer. The resulting imagery will star on the new Trivium website and in a PR campaign across the Americas, and Europe, including video content for social media. It's a great opportunity for new designers to launch themselves into the world of packaging design with a named credit for a world leader in metal packaging and a standout portfolio piece.

The call for entries opens on 15 November 2021 and closes on 4 January 2022. Entries will be judged by a panel of Trivium experts, along with two special guest judges: Andrew Gibbs, founder of Dieline, the world's most visited packaging design website; and Debrah Smith, Creative Director of packaging design visionaries Smith&+Village.

Judges will be looking for design excellence in the following areas:

- A great idea that has inspired the designs
- An attractive design expression that has real stand-out power and reflects the product category
- A design which really lends itself to the properties of printing on metal
- A design which brands would be proud to own, and consumers would want to display and keep in their homes

Winners will be announced in February and will appear on the newly launched Trivium website in April. All the details on the competition, and the brief for entrants can be found at <https://triviumforevercanvas.com>.

For more information please contact:

USA: Lindsay Ferraro Bennett 732.618.1483 Lindsay@PacePublicRelations.com

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