

Press Release



Date: October 9, 2024

Subject: TRIVIUM PACKAGING RECOGNIZED BY IMDPA FOR EXCELLENCE IN DESIGN FOR CONEJO VERDE WINE BOTTLES AND “DECORATOR OF THE YEAR”

Information:

Trivium Packaging, the \$3.1B global metal packaging supplier, has been recognized by the International Metal Decorating & Packaging Association (IMDPA) for its continuous innovative work in metal packaging design.

Taking home an Award of Excellence at this year's Annual Conference is the Conejo Verde aluminum wine bottles produced by Trivium Argentina. The Conejo Verde bottle utilizes a 59x225 ROPP 38 Pacific Round aluminum bottle that includes 8-10% recycled content. The bottles are manufactured in a facility certified by ISO 50001 (Energy Efficiency) and ISO 140001 (Environmental Management Systems) credentials and use approximately 80% green energy.

The graphics on the can proudly showcase a green rabbit dressed in formal attire. The design is directly printed on the metal bottle using a dry offset process, ensuring high-quality images without secondary labels. According to the Conejo Verde's legend, the green rabbit is a tireless seeker of extraordinary terroirs and distinctive characteristics of soil that make it prime for growing grapes for wine, and is dedicated to caring for nature and the organic treatment of fruits. This beautifully decorated aluminum bottle combines the company's unique story, delicious wine, convenience, portability, and sustainability.

Greg Bortner, Lithography Specialist at Trivium Packaging's Youngstown, Ohio plant, was also awarded “Decorator of the Year” for his exceptional craftsmanship and technical expertise in metal packaging. Beyond technical mastery, the award recognizes those with remarkable leadership and creativity. In his time at Trivium Packaging, Greg has truly embodied the company's core values of passion, teamwork, and excellence.

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; it creates 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.

More information can be found at: <https://metaldecorators.org/>

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 7,500 people, with sales of \$3.1bn. 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, canmakers, 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.

