

Press Release



Date: March 4, 2026

Subject: TRIVIUM PACKAGING WINS WORLD ALUMINIUM AEROSOL CAN AWARD 2025

Information:

Trivium Packaging, a global supplier of metal packaging, has been recognized by AEROBAL with a World Aluminium Aerosol Can Award 2025 in the prototypes category. Organized by the International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL), the World Aluminum Aerosol Can Awards honors the best and most innovative aluminum aerosol cans in the world.

In the "Prototype" category, Trivium Packaging Brazil's can for Adidas by Coty Global was recognized for its standout impact at the point of sale with a strong, modern visual identity aligned with the brand's style. The cans' technical aspects combine a retro touch with a sophisticated finish while maintaining clarity of essential information. The design merges retro art and modernity to create a unique visual experience, featuring a pattern of small dots that softens the background and adds depth, while a special ink ensures a perfect fusion of metallic colours without visual imperfections. Each version of the packaging reflects the brand's vibrant spirit and stands out clearly on the shelf.

Beyond aesthetics, Trivium revitalised and unified the can model used, reducing its weight by 25%. The can utilizes Trivium's proprietary advanced aluminium alloy, produced through a revolutionary process that eliminates traditional ingot fusion, resulting in more than 50% reduction in carbon emissions while maintaining strength and quality standards. In addition, the internal coating was reduced by 50%, significantly lowering VOC and CO₂ emissions. The result is a lightweight, functional, and visually impactful package with a smaller environmental footprint.

The winners of the World Aluminium Aerosol Can Awards 2025 were selected by an international jury of trade journalists from leading can and packaging magazines, underscoring Trivium's prevalence and continued success in the aluminum packaging market.

For more on the awards, visit: <https://www.aerobal.org/coty.html>



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 AEROBAL

AEROBAL is the International Organisation of Aluminium Aerosol Container Manufacturers and a working group of Aluminium Deutschland e. V.. AEROBAL represents the leading aluminum aerosol can manufacturers worldwide. For more information, visit <https://www.aerobal.org>