



**AN IMPROVED CONSUMER EXPERIENCE FROM
BEVERAGE CANS**

AGENDA

Introducing Open Clean

Current solutions in the market

Open Clean features and benefits

How it works

Meeting consumer needs

Low adoption costs

What next?



IN A NUTSHELL

Open Clean™ brings to the market a more hygienic beverage can, with a better pour whilst offering more opportunities for promotions.

AN IMPROVED CONSUMER EXPERIENCE FROM BEVERAGE CANS

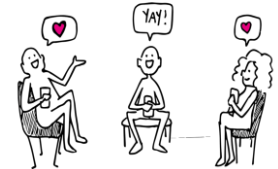
Hygienic
design



Low adoption
costs



Better pour



Meets
consumer
needs



Promotion &
Authentication



Available for
testing

CURRENT SOLUTIONS IN THE MARKET

ADVANTAGES

Works well as a promotional vehicle

Good pour experience

LIMITATIONS

Risk of ingestion

Litter problem

Recycling loss

RING PULL



ADVANTAGES

Resolves litter problem

LIMITATIONS

Opening panel dips into drink, which is perceived as unhygienic by consumers*

Impaired pour due to interference from open panel

Difficult to use for promotions

STAY ON TAB



ADVANTAGES

Some improved pour but not for particulates.

LIMITATIONS

Additional cost

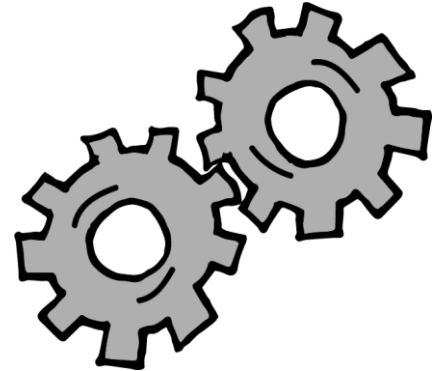
Multiple actions to open

Easily damaged

No promotional improvement

More external surfaces in the drink

SOT VENTING ENDS



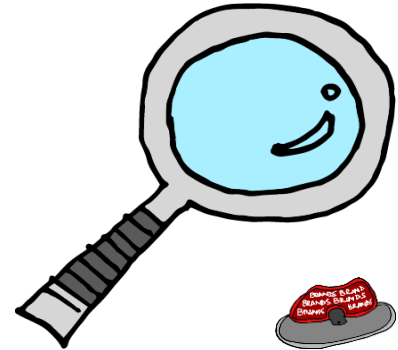
SOT PROMOTIONAL ENDS

LIMITATIONS

Tampering risk by lifting tab

Miniscule promotional area on tabs

Not suitable for high value promotions



ADVANTAGES

Resolves the Stay on Tab hygiene issues

LIMITATIONS

Additional cost

Additional litter

Easily damaged

Underlying hygiene issues

COVERLEAF





OPEN
CLEAN®

FEATURES AND BENEFITS

FEATURES



Hygienic



Better pour



Promotion &
Authentication

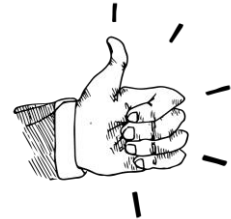
BENEFITS



Meets consumer
needs



Low adoption
costs



Available for
testing

HOW OPEN CLEAN® WORKS

FULLY LIFT THE TAB TO DEGAS

(as for SOT ends)



PULL BACK TO OPEN

(as for RP ends)



IT'S THAT EASY!





Consumers in China, South Asia and Middle East generally do not accept SOT due to concerns over hygiene and pour

Consumers in Europe and Americas continue to voice concerns over bevcan hygiene

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Rat Urine and Soda Cans - Snopes.com
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 A study shows that the top of all beverage cans are more contaminated than public toilets (full of germs and bacteria.) So, clean it with water before putting it to ...

Drinks cans, ATMs, escalators: How dirty and germ filled are the things ...
[www.news.com.au/_/tests...filthy...babaddead1364673db6541c3539578](#)
 May 3, 2016 - The Eazy drink can, which many of us happily wrap our lips around every ... Cleanliness tests shows how filthy and full of bacteria the things we ...

Yuck! What's On That Soda Can? CBS 11'S I-Team Finds Out CBS ...
[dftv.cdofcolor.com/2013/02/04/yuck-whats-on-that](#)
 Feb. 4, 2013 - Pop the top of your favorite soda can and even sodium ... CBS 11 tested 20 cans from inside Nor typically found in dirty hot tubs.

Do Soda Cans Carry Leptospirosis? - The
[https://www.thoughtco.com/.../Whitney+Urban+L](#)
 May 3, 2017 - Can You Get Leptospirosis from Soft Drink cans be contaminated with dried rat urine.

DIRTY GERM Soda CANS - YouTube
[https://www.youtube.com/watch?v=...](#)
 May 20, 2019 · Uploaded by Alex B
 Germs Hiding On Your Soda Can I expect to swallow sodium ...

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Virgil M. Jones

10 May · YouTube · 🌐

2 family members admitted to hospital in ICU. But died - Test results: they died due to Leptospirosis. Infective Organism was on tin cans they drank without use of glasses/cups. Cans were infected with dried urine of Mice %, containing Leptospiral. Cans are stored in warehouse & delivered to retail stores without cleaning. Study shows that top of all beverage cans are more contaminated than public toilets. So clean Top end of Can with water before opening & putting ur mouth to it. Please SHARE This msg; as I did. From Bishop Virgil M. Jones

DIRTY GERM Soda CANS

Germs Hiding On Your Soda Can Lid Pop the top on your favorite soda and you expect to swallow sodium, sweeteners and caffeine. But, some other stuff, you'll ...

YOUTUBE.COM

1

Comment

Carper USA, Inc.

19 September 2018 · 🌐

shared their post.

[www.carperusa.com](#)

18

40%

Would buy a can with
Open Clean™ instead
of SOT

30%

Would **change from
their preferred brand**
to another if it was
packed in a can of
Open Clean™

22%

Would **pay a small
premium for a brand**
packed in a can with
Open Clean™

17.7%

Would **buy more
drinks in cans with**
Open Clean™



OPEN
CLEAN®

LOW ADOPTION COSTS

END MAKERS



- Manufactured on existing conversion kit
- Uses current shell and tabs designs
- Only needs new tab and score tools

FILLERS



- Runs on existing lines with same seaming tools
- Meets current ends performance requirements





**AVAILABLE FOR
TESTING NOW**



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