

# Open Up to Cans.

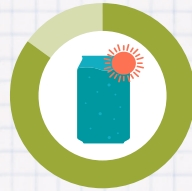
For a superior beverage package, nothing beats the aluminum can. But don't take our word for it. Check out why consumers prefer cans in the key areas of taste, innovation, sustainability and performance.

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## OPEN up to taste.

65%

of consumers agree that the cold feeling of a **frosty can** is a big part of the refreshing **drink experience**.



85%

"Cans effectively block out damaging effects of light and help preserve my drink's **flavor and carbonation**."

## OPEN up to innovation.



72%

of consumers say that the **unique shape and printing area** on cans mean they are more **eye-catching** than other beverage containers.



Cans offer **360°** of branding real estate



## OPEN up to sustainability.



Cans can be recycled infinitely — and more than

80%

of consumers say that matters to them.



Aluminum beverage cans are

100% recyclable.



75%

of all aluminum ever produced is **still in use today**.



70%

of adults surveyed said they would purchase a product because its packaging is better for the environment.

## OPEN up to performance.

More than

two-thirds

of consumers say they prefer cans because they are easy to grab and go, they feel colder and more refreshing, and they are tougher than other packages.



Consumers surveyed preferred cans because they...



69%

Feel **colder** and more **refreshing**.



68%

Are easy to **grab on the go**.



67%

Are easier to carry and **harder to damage** than other packages.