design trends

Easy-open cans streamline meat spreads

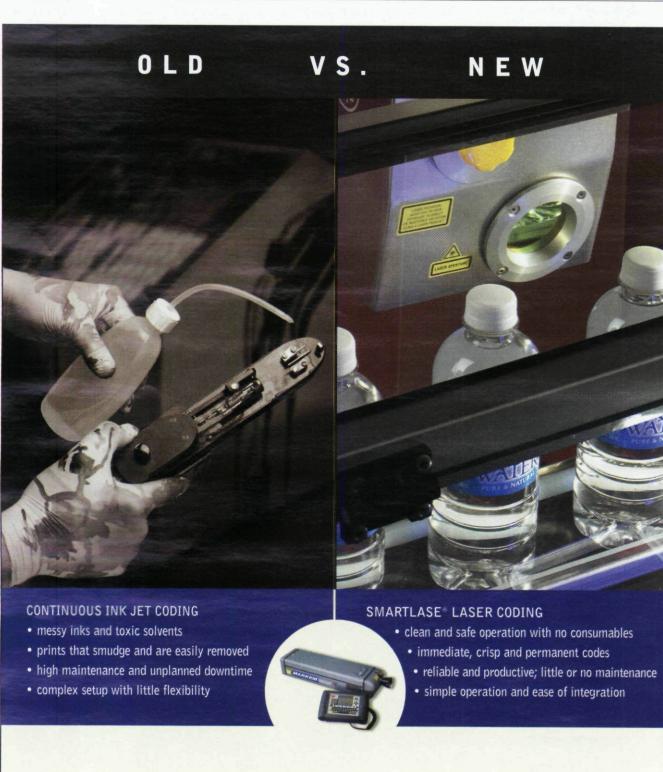
France's ready-made meal producer William Saurin has launched a new line of meat spreads called Délice Confit for its affiliated Paul Prédault brand in easy-open, easy-to-dispense-from cans. Provided by Crown Food Europe, an affiliate of **Crown Holdings**, **Inc.** (www.crowncork.com), the gold cans are sleeved in a custom, decorative paperboard carrier and each contains 125-g of pâté and meat spreads in chicken, duck and pork-liver flavors.

The steel cans maximize consumer convenience with their advantages. Crown developed the cans with a wide-mouth end and "necked-out" shape that's suitable for

terrines, pâtés, rillettes, tuna slices and other similar products. The cans also feature Crown's Eole-III™ easy-open ends in a new 73-mm size. This diameter enables

compatibility for the first time between a 125-g can and easy-open technologies, which include $Eole^{TM}$ ends and $PeelSeam^{TM}$ peelable lids, according to Crown.

The Delice Confit cans join those for Saurin's Salades Gourmandes meat salads, which were also developed by Crown and won a DuPont Diamond Award (see PD, Sept. 2005, p. 28). The new spreads debuted in September throughout France.



Continuous ink jet coding was a good idea at the time.

But times change, and so does technology. And that's where our SmartLase® laser coder comes in. It delivers crisp, clean codes with none of the mess, maintenance, or hassle of continuous ink jet coders. Of course, SmartLase coders are built with all the reliability you expect from MARKEM, for greater uptime and lower operating costs. **Learn more at www.markem.us/smartlase, or call us at 866-263-4644.**

MARKEM.



Coca-Cola Blâk debuts worldwide in aluminum

The Coca-Cola Company, Atlanta, says it will launch Coca-Cola Blâk in January in France—the first of several countries, including the U.S.—that are expected to market the new beverage and coffee fusion in 2006. Described as an invigorating and stimulating beverage blend with the effervescence of Coca-Cola and natural flavors, with real coffee, Coca-Cola Blåk also features new packaging technology in the form of an aluminum bottle. The mid-calorie beverage is being unveiled in a distinct cola-colored, black/brown aluminum bottle, shaped similarly to the company's signature contoured green bottle in glass. The aluminum container is similar to the aluminum designer bottle Coke launched for regular Coke in upscale nightclubs earlier this year in five limited-edition designs. Coca-Cola Blâk, described as a lightly carbonated beverage, was created to appeal to adults and reaches out to new audiences and addresses new beverage occasions. "Coca-Cola Blâk is not just a flavor extension, it's a blend of unique Coke refreshment with the true essence of coffee and has a rich smooth texture and a coffee-like froth when poured," says Marc Mathieu, vp of Coke's Global Core Brands. Exal Group's (www.exal.com) Boxal facilities in France provide the proprietary aluminum containers in a 25-cL size for distribution in that country.

© 2006, Packaging Digest, Reed Business Information, a division of Reed Elsevier, Inc. All Rights Reserved. Copyright of Packaging Digest is the property of Reed Business Information and its content may not be copied or emailed to multiple sites or posted to a listsery without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.