

## ALUMINIUM BOTTLES 'OUT-GLASS' THE COMPETITION

Since prehistoric times, bottle containers have been created from clay or asphalt, then later glass. The earliest bottles were used to contain perfume. By 1872 bottles were being used to contain carbonated drinks. The humble bottle has now entered the Aluminium age.

Beer and other beverages are increasingly offered in aluminium bottles. The corrosion resistant Aluminium packaging keeps the drink cold and removes the danger posed by broken glass. There is a significant weight saving, the aluminium unit weighing 20% of its contemporary. This saves on emissions in the transport of the packaging and delivery to the retail outlet. Direct printing onto the bottle dispenses with the need for labelling.

