

# Press Release



**Date:** October 16, 2023

**Subject: Trivium Packaging Achieves Six Prestigious Awards for Innovative Packaging in Food, Beverage, and Personal Care from Can of The Year Awards and IMDPA Excellence in Quality Awards**

## Information:

[Trivium Packaging](#), a global leader in sustainable metal packaging, has been recognized with six awards across The Canmaker magazine's 2023 Cans of the Year Awards and IMDPA Excellence in Quality Awards.

Celebrating the best in metal packaging innovation, the Cans of the Year Awards are one of the longest-running international celebrations of canmaking achievement. Trivium took home 2 Gold awards in the "Bottles" and "Decoration & Print Quality" categories for its innovation and design for the World Cup collectible aluminum bottle for **Anheuser-Busch InBev, Budweiser beer**. Trivium's work with **Grupo Boticário** in creating an impact-extruded aluminum aerosol can for their Malbec X antiperspirant received a Bronze award in the "Decoration & Print Quality" category. Awarded Gold in the "Food Two-Piece" category was Trivium's oval-shaped DRD aluminum can with easy-open for **Conservas Antonio Alonso, Palacio de Oriente tuna**.

The IMDPA Excellence in Quality Contest honors outstanding companies that have made exceptional quality and precise consistency in their mission in the pursuit of decorating & packaging excellence. Trivium Packaging was awarded Best in Category in the "Aerosols and Bottles" category for their packaging design for **Chacabuco** and received an Award of Excellence for the **Anheuser-Busch InBev, Budweiser World Cup aluminum bottles**.

"We are thrilled to be honored with these awards. Our teams produce award-winning products every day – seeing their success in prestigious competitions like Cans of the Year, and IMDPA drives us to keep pushing for excellence. Trivium's success is rooted in our people and our commitment to sustainability and innovation, underlined by the consumer's desire for sustainable and inventive packaging. Our products are made of 100% infinitely recyclable metal, offer durable product protection, and a unique, modern, and attractive design for each brand partner." – Jenny Wassenaar, Chief Sustainability Officer and SVP Global R&D, Trivium Packaging.

For the Can of the Year awards, each entry was judged on a variety of physical and environmental categories, such as production quality, technological enhancements, decoration & print quality, ease-of-opening and usability, cost & material saving, and more. The IMDPA evaluated the quality of printing, the degree of difficulty, the appearance of coating finishes, registration, and the technical expertise required for each piece.

Additional information and complete details of each winner can be found on the official [2023 Cans of the Year](#) website and [IDMPA's](#) website.

## **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 7,500 people, with sales of \$3.3bn. For more information, visit [www.TriviumPackaging.com](http://www.TriviumPackaging.com)

**Images:**

