

Press Release



Date: February 12, 2025

Subject: TRIVIUM PACKAGING WINS BEST IN CLASS PAC GLOBAL AWARD IN THE CATEGORY OF SUSTAINABLE PACKAGE DESIGN FOR CONEJO VERDE ALUMINUM WINE BOTTLE

Information:

Trivium Packaging, a global supplier of metal packaging, is proud to have been awarded the Best in Class (Sustainable Package Design) PAC Global Award for its Conejo Verde aluminum wine bottle. This recognition follows the bottle's recent win at the 2024 International Metal Decorating & Packaging Association (IMDPA) conference, where it received the Award of Excellence.

Trivium partnered with Familia Falasco, owner of Conejo Verde, to craft a luxurious bottle that celebrates Argentina's rich cultural heritage and sets a new benchmark in sustainability and circular solutions, combining elegance with practicality and portability.

"We're proud to see our partnership with Conejo Verde earn recognition at the PAC Global Awards," said Trivium Packaging CEO Michael Mapes. "This bottle represents more than just innovative design; it's a prime example of how sustainable materials can redefine luxury, proving that environmental stewardship and creativity can go hand in hand."

The Conejo Verde's lightweight, durable, and reclosable bottle is made from aluminum, which is recyclable, and includes a stunning, detailed print that enhances shelf presence. The bottle's mono-material construction simplifies the recycling process by eliminating the need for separation and ensuring efficient material recovery. The bottle includes recycled content and is produced in a facility with a continuous environmental improvement program. The bottle's lightweight design reduces material usage and carbon footprint, while its durability helps reduce waste. Additionally, 100% of scrap materials from the production plant are recycled and returned to the material stream for reuse.

"Trivium's Conejo Verde bottle delivers what consumers and brands want in their packaging: a sustainable, convenient solution without compromising design. We are proud of the work our team in Argentina has done on this bottle," says Santiago Perez, Commercial Director for Trivium Packaging – Argentina.

Irene Ouet, Marketing Manager of Familia Falasco, says, "This recognition is an excellent endorsement of the work we've been doing in the packaging of Conejo Verde. In today's industry, packaging is no longer just a container. It is a key piece in the consumer experience. It is the consumer's first contact with our brand and is an extension of our values, including sustainability and innovation.

For us, packaging design goes far beyond the visual. The choice of reusable and recyclable aluminum responds to an environmental need and offers practical benefits and greater product preservation. These attributes reflect our commitment to providing a functional, modern solution aligned with conscious consumption trends.

We are proud to say that consumers have received our aluminium packaging positively. The success in sales shows that consumers not only value modern and functional design but also the ability to enjoy our wines in formats that better suit their lifestyle at home and in outdoor activities. In a time when people are increasingly making purchasing decisions aligned with environmental awareness, it's clear our packaging has a positive impact.

Receipt of this award from PAC Global not only validates our commitment but also motivates us to continue exploring new ideas and challenges. We believe that innovation in packaging design has the potential to transform a brand's perception and the relationship that consumers establish with the product. We celebrate this award and reaffirm our commitment to caring for the environment and our communities.”

To learn more about Trivium Packaging's commitment to sustainability, visit <https://www.triviumpackaging.com/sustainability>



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 \$3.1bn. For more information, visit www.TriviumPackaging.com