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## Media Release

Reinach (Aargau), 11 July 2024

### Aluflexpack AG supports innovation for the beverage can market

Aluflexpack AG, a leading manufacturer of premium circular flexible packaging and barrier solutions, is proud to be a part of the creation of the RE-LID solution, a reclosable end for cans made of aluminium. As a packaging success maker, we have supported this innovation from its conception by providing expert material know-how.

This sustainable, reclosable, and fully recyclable aluminium beverage can solution enhances consumer convenience by retaining carbonation and keeping contents fresh. It supports circular economy with its high recyclability and low CO<sub>2</sub> emissions. In addition, it decreases the overall environmental footprint of beverage cans by allowing the consumer to transition from several small packaging units to fewer larger units. This aligns with global sustainability trends and customer demands for more eco-friendly solutions, as we partner with customers globally to deliver environmentally friendly and more efficient packaging solutions.

Emphasising the strategic importance of this new development, Johannes Steurer, CEO of Aluflexpack says: “We have started the partnership with Re-Lid Engineering AG (REL) inspired by our strategic goal to ensure packaging success for the customer and end consumers. In developing the RE-LID solution, we have engaged internal knowledge and expertise as well as specialists across the value chain, paving the way to our desired position of becoming a leader in providing innovative lasting packaging experience. Collaborating with startups like REL allows us to integrate pioneering ideas and technologies, supporting the circular economy by promoting highly recyclable aluminium. This is in line with global sustainability practices and consumer preferences, ensuring we remain the success maker for our customers.”

According to The Aluminium Association, approximately 100 billion aluminium beverage cans are produced annually in the United States alone, with global numbers being significantly higher. The potential for "Re-Closable" solutions like the RE-LID is promising. These cans offer benefits such as maintaining beverage freshness and reducing food waste, aligning with consumer demand for convenience and sustainability.

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## About Aluflexpack AG

Aluflexpack produces flexible packaging solutions for end markets such as Coffee & Tea, Pharmaceuticals, Pet food, Confectionery and Dairy. Its long-lasting customer relationships with locally operating companies and large international corporations alike are underpinned by well-established industry insights, flexibility in customer service and development competence. Headquartered in Reinach (Aargau), Switzerland, Aluflexpack has production facilities in Switzerland, France, Poland, Türkiye, Croatia, Tunisia and USA. It had 1,602 employees as of 31 December 2023.

## Disclaimer

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