

# REXAM

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## Rexam's Slim can boosts identity of soft drink brand

Rexam Beverage Can has been chosen by Saab Drink to produce the can for Meladaj, its new apple-based carbonated soft drink, which will be sold on the Italian market in bars, clubs and retail outlets.

Rexam worked with Enrico Giotti to create the 25cl slim aluminium cans, produced at Rexam's Enzesfeld plant in Austria, which enhances the brand's fun personality and heightens the impact of its colourful design.

Saab Drink worked with Rexam's Graphics Department to adapt Meladaj's vibrant design to the can printing process, which features a detailed apple drawing. The design is printed on a background of Rexam's Bright White ink, which gives the can a sophisticated and glossy feel whilst enhancing the intricate details of the drawing.

Aimed at young, witty and modern consumers, the name 'Meladaj' was specially chosen to target this market. The name uses the word "mela", meaning apple, together with the question "me la dai?", meaning "will you give it to me?", to create a fun brand that encourages people to drink together and socialise.

Angelo Schioppa, Owner of Saab Drink, commented: "The Slim aluminium can is the perfect package for our product and really enhances the drinking experience. Meladaj is a relatively new brand, only entering the market in late 2011, but we are hoping to grow considerably in the next few years. The can that Rexam has helped us to create is appealing and helps to engage people's curiosity, and is a really integral part of our brand identity."

Monica Mantovani at Rexam Beverage Can, added: "It has been really interesting working with a new brand such as Meladaj, and helping them to develop such a key part of their brand. The cans look fantastic and we were delighted to help them get the best out of their great brand design."



<http://www.webpackaging.com/packaging-suppliers/rexam-beverage-can-europe-and-asia/innovations/param/innovation/2619185/Rexam-s-Slim-can-boosts-identity-of-soft-drink-brand/>

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**Rexam's Slim Can Boosts Identity of Soft Drink Brand**  
**Date:** 12 October 2012  
**Type:** Packaging & Technology News  
**Source:** Food Ingredients First  
**Sector:** Beverages, Tea & Coffee  
**Summary:** SAAB Drink worked with Rexam's Graphics Department to adapt Meladaj's vibrant design to the can printing process, which features a detailed apple drawing.

12 Oct 2012 --- Rexam Beverage Can has been chosen by SAAB Drink to produce the can for Meladaj, its new apple-based carbonated soft drink, which will be sold on the Italian market in bars, clubs and retail outlets.

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<http://www.foodingredientsfirst.com/news/Rexams-Slim-Can-Boosts-Identity-of-Soft-Drink-Brand.html>

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### Rexam's Slim can boosts identity of soft drink brand

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<http://www.packagingeurope.com/Packaging-Europe-News/50059/Rexams-Slim-can-boosts-identity-of-soft-drink-brand.html>

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FEATURE ARTICLE

## The evolution of the drinks can



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### Rexam's Slim can chosen by SAAB

Posted on 9 October 2012 in [News](#) | No comments

SAAB Drink's new Meladaj soft drink has been launched in Slim cans from Rexam.

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