The straw will magically pop up from the can after opening to create a new, unique, fun and convenient drinking experience.

1. GRAB A FRESH DRINK
2. OPEN CAN AS NORMAL
3. PULL TELESCOPIC STRAW FIRMLY TO LOCK IT
STRAWSTER IN A NUTSHELL

Developed for 250ml aluminum slim cans. Filling volume is 245ml

Telescopic straws currently available in white. Colored straws available on request

Sterilizable version of Strawster available

Internal coating of the can: BPA-free lacquer available

Conformity to food safety regulations: The plastic components have been tested by the Institute Nehring in Braunschweig (Germany) according to European and US FDA regulations

HOW DOES STRAWSTER WORK?

- A three piece plastic device is centered inside the can and unlocks after the filled can is seamed
- Strawster works with carbonated and non-carbonated beverages
- The straw can be customized with logos, promotional codes or usage information, which are lasered onto the straw

Samples available for trial on request

Scan the QR code to take a look at our Strawster video and visit us at: www.youtube.com/user/BallPackagingEurope
WHY STRAWSTER IS IMPORTANT FOR YOU...

Your profitability might be at risk due to the frequency of competitive price promotions, an intensified battle for shelf space and increased retailer buying power.

YOU AS A BRAND...

Struggle
1. to stand out at point of sale
2. to deliver a unique, value-added drinks experience
3. to communicate a compelling narrative to the consumer

AND...

You have been somewhat ineffective in reaching new target groups i.e. families seeking on-the-go convenience, women who clearly want more than just colored beer in a soda bottle, young Millennials looking for something new and unexpected.

STRAWSTER HELPS YOU TO ADDRESS THESE CHALLENGES AND TO TURN THEM INTO OPPORTUNITIES
AT FIRST GLANCE
- Modern and inventive new gadget
- Conversation starter with “wow”-effect
- Enables new and unexpected interaction with the brand

HEALTH & SAFETY
- Straw untouched inside can
- Less chance of objects getting inside can thanks to small opening
- Better control over beverage consumption

CONVENIENT
- Access to beverage until the last drop
- Comfortable: No need to tilt the head back
- Less chance of spillage

INTUITIVE USAGE
- Elevates on-the-go drinks experience
- Strawster opens like a standard can

CUSTOMIZABLE STRAW
- Brand names, logos and promotional codes can be lasered onto the straw
- Dilemma of where to include promotional codes and messages now solved with the laser-ready surface of the straw

STRAWSTER BENEFITS
The consumer proposition is strong and well validated. Those polled indicated a willingness to pay a substantial premium for the added value.

Strawster goes where the standard can has yet to conquer in terms of occasions and therefore further strengthens the proposition of the can as the favorite packaging for the on-the-go consumer.

Strawster rates superbly well against competitive packaging. It is fun, unique and truly delivers on the needs of the modern consumer.
STRAW FEATURES

SMART TELESCOPIC STRAW ADDS TO A SUPERB DRINKING EXPERIENCE

ANTI-SPILL
To ensure the Strawster does not cause spillage the moment the can is opened, it is equipped with a specific “anti-spill tip” that keeps the liquid in the can.

NEW DRINKS EXPERIENCE
The uniqueness of the straw opening elevates the drinks experience, by creating the ultimate taste sensation.

COMPLETE CONSUMPTION
The lower end of the straw is formed in a way that reaches the very bottom of the can so consumers can enjoy the drink until the last drop.

CREATE UNIQUE PROMOTIONS WITH STRAWSTER
STRAW CUSTOMIZATION POSSIBLE WITH LASER
- BRAND
- PROMOTIONAL TEXTS
- PROMOTIONAL CODES
- USAGE INFORMATION
- LOGOS

SMART TELESCOPIC STRAW ADDS TO A SUPERB DRINKING EXPERIENCE
**CATEGORY: FLAVORED ALCOHOL/ CIDERS/ BEERS**

**FEATURES & BENEFITS**
- Unique and Fun – The Strawster magically pops up when the tab is pulled
- Modernizes the can – Introduces new target groups to the can and the category
- Easy to use – Pull the Strawster to lock it in after opening
- Safe – Strawster opening is small preventing spiking and objects from getting into your drink
- Convenient – Lipstick stays intact

**TARGET GROUP**
- Women and Trendsetters

**CONSUMER RESEARCH RESULTS**

- 73% prefer the Strawster compared to the "white" (i.e. unbranded) can
- 87% chose the Strawster over pouches

**STRAWSTER – CHILDREN’S PREFERRED PACKAGING**

**FEATURES & BENEFITS**
- Easy to use – The straw glides out by itself
- On-the-go – Ideal for consumption when walking, sitting in the car or on the couch
- Practical – No spillage, no stains

**TARGET GROUP**
- Children

**SOURCE: DOHLER QUALITATIVE AND QUANTITATIVE RESEARCH 2015. RESPONDENTS: 60 CHILDREN**

**Preference for Strawster** has been backed by market research:

- 80% of women polled would purchase certain drinks if they were available with Strawster
- 77% of 18-29 year olds say the same
- Over 50% of consumers polled indicate that they are willing to pay 0,10€ or more
- 9 out of 10 women polled state that the Strawster was a hygenic solution when compared to other packaging options

**SOURCE: SPI FUTURE THINKING**
CATEGORY: READY TO DRINK (RTD) TEA

STRAWSTER DELIVERS INCREMENTAL VALUE

ACCESS ADDITIONAL SHELF SPACE
ACCESS NEW CUSTOMERS
ACCESS NEW CHANNELS
ACCESS NEW MARKETS

TARGET GROUP
Health-conscious consumers

FEATURES & BENEFITS
- Unique and Fun – The integrated straw activates on its own – ease of enjoyment
- Easy to use – Sip your drink the way you want, comfortably. Ideal for on-the-go
- Practical – No spillage
- Safe – Insects or other foreign objects cannot get into the drink

Research shows that consumers in various European countries are more likely to drink RTD Tea when it comes in a Strawster can.

SOURCE: SPA FUTURE THINKING
**PRODUCT DETAILS AND FILLING**

**SINGLE PARTS**

- **Straw**
- **Fly**
- **Spider**
- **250ml slim can** (filling volume: 245ml)
- **DIA 200 straw end**

**TRANSFORMATIONAL INNOVATION WITH THE HIGHEST QUALITY AND SAFETY STANDARDS**

**INSIDE STRAWSTER**

<table>
<thead>
<tr>
<th>CODE</th>
<th>CHARACTER</th>
<th>DIMENSIONS *</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Outside body diameter</td>
<td>53.4 max.</td>
</tr>
<tr>
<td>C</td>
<td>Nesting height</td>
<td>2.3 nom.</td>
</tr>
<tr>
<td>D</td>
<td>Flange diameter</td>
<td>55.0 max.</td>
</tr>
<tr>
<td>E</td>
<td>Flange angle</td>
<td>12° max.</td>
</tr>
<tr>
<td>F</td>
<td>Flange thickness (with lacquer)</td>
<td>0.15 nom.</td>
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<tr>
<td>G</td>
<td>Empty can height</td>
<td>134.0 ±0.3</td>
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<tr>
<td>J</td>
<td>Neck seaming clearance</td>
<td>3.0 min.</td>
</tr>
<tr>
<td>K</td>
<td>Overall neck height</td>
<td>8.5 ±1.0</td>
</tr>
<tr>
<td>L</td>
<td>Seamed can height</td>
<td>134.0 ±0.4</td>
</tr>
<tr>
<td>M</td>
<td>Neck plug diameter</td>
<td>50.0 ±0.3</td>
</tr>
<tr>
<td>P</td>
<td>Stand diameter</td>
<td>46.1 max.</td>
</tr>
<tr>
<td>T</td>
<td>Flange width</td>
<td>2.10 ±0.25</td>
</tr>
<tr>
<td>U</td>
<td>Freeboard</td>
<td>14.1 ±0.5</td>
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<tr>
<td></td>
<td>Column strength</td>
<td>800 N min.</td>
</tr>
<tr>
<td></td>
<td>Internal pressure resistance</td>
<td>6.2 bar min. (90 PSI)</td>
</tr>
</tbody>
</table>

Technical specifications are subject to change without prior notice.

*In mm, unless mentioned otherwise.
ASSEMBLY AND CAN HANDLING

1. Cans and plastic devices are produced and assembled at the Ball plant Belgrade (Serbia)

2. Strawster ends are produced in the Ball plant Braunschweig (Germany)

3. Cans with assembled plastic devices and Strawster ends are delivered to the filler

4. Filling and seaming take place at the filler

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**Technical specifications are subject to change without prior notice.**

**NO SPECIAL EQUIPMENT IS REQUIRED FOR FILLING AND SEAMING STRAWSTER. BALL’S CTS IS AVAILABLE FOR TECHNICAL SUPPORT.**

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**PLEASE TURN TO THE NEXT PAGE TO SEE AN OVERVIEW OF THE PRODUCTION PROCESS WHICH TAKES PLACE AT BALL.**
STRAWSTER PRODUCTION AT BALL

1. STRAW BENDING
2. PLASTIC INFEED AND ASSEMBLY
3. DEPALLETIZATION
4. CAN INFEED
5. PICK UP PLASTIC DEVICE
6. CAN WITH PLASTIC DEVICE INSERTED
7. PLASTIC DEVICE INSERTION
Strawster is filled and seamed like a standard can.
Strawster runs on standard filling lines.
Can compatibility test for the appropriate product required.
Runs on mechanical and volumetric fillers.
Strawster replaces 5ml of the beverage volume inside the can.
Overfill Detection System required. Overfilling may lead to spraying when opening.
No influence on the overall speed of the filling line.
With some beverages increased foaming possible which may affect running speed.
Strawster component is fixed/locked in the can until the seaming operation.
Rinsing of the can on the line occurs as with standard cans.
Ball’s Customer Technical Service (CTS) involvement recommended throughout qualification.
CTS webpage: https://www.ball-europe.com/CTS.htm
Aluminum recyclers confirmed that existing technology will separate virtually all of the plastic before the cans are recycled, in particular at the projected European sales volumes for Strawster.

Licensing costs for multi-material products vary from country to country.

Ball can provide contacts for all Extended Producer Responsibility (EPR) schemes across Europe to help facilitate any licensing discussions. For more information visit www.pro-e.org.

For more information on Metal Recycles Forever, as well as Ball’s sustainability initiatives, please visit http://metalpackagingeurope.org/recyclesmark and ball.com/sustainability.
Please **contact your sales representative** to discuss how to bring Strawster into your portfolio

[QR code]

Take a look at our Strawster video by scanning the QR code.

**CONTACT US AT:**
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www.ball-europe.com