



AkzoNobel Packaging Coatings Campaign

Shaping Change Together
December 2022

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The Drum.

UK Business Agency of the Year

The B2B Marketing

USA B2B Marketing Communications Agency of the Year

The B2B Marketing
Elevation Awards USA

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Press

Landing page

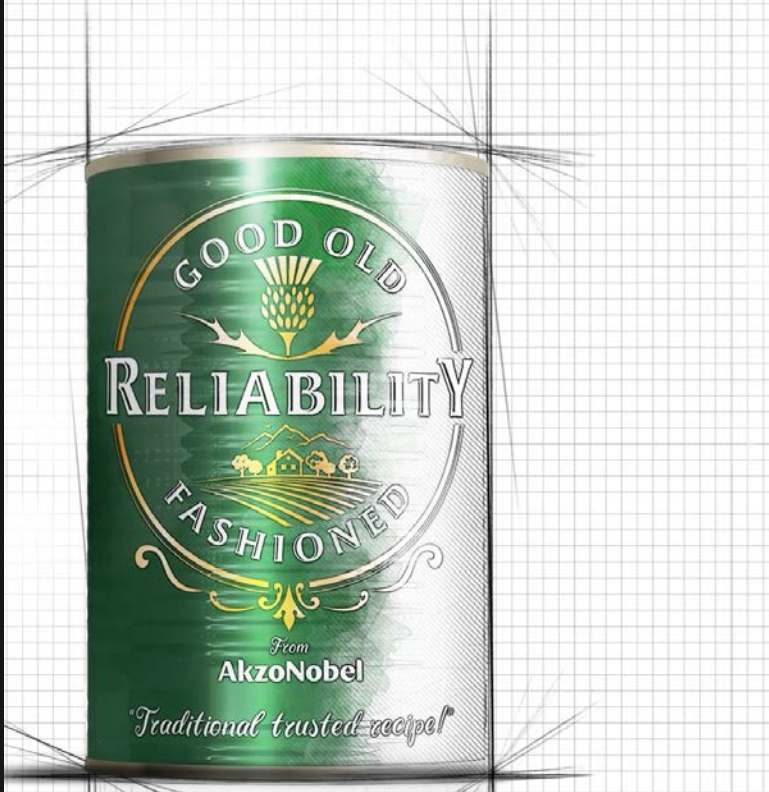
Social posts

Zoom backdrop

Online display

 **AkzoNobel**
641,659 followers

At AkzoNobel Packaging Coatings, we've been delivering change for years, with tried and tested results, every time. We help can manufacturers worldwide to maximize line efficiency, drive innovation and introduce new, better ways of working. We become your reliable, invested partner. We're by your side, collaborating together - providing continuous support to you and your teams when you need it. Together, let's take the risk out of change and prepare you for whatever the future holds. [#ShapingChangeTogether](#)



GOOD OLD
RELIABILITY
FASHIONED
From
AkzoNobel
Traditional trusted recipe

Shaping Change Together
packagingcoatings.akzonobel.com

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Video – Social post continued... click Vimeo link to play

<https://vimeo.com/gravitylondon/review/776972043/52373697d7>

Video – Social post continued... click LinkedIn link to play

<https://www.linkedin.com/feed/update/urn:li:activity:7003031497880264704/>

CAMPAIGN

Video

Press

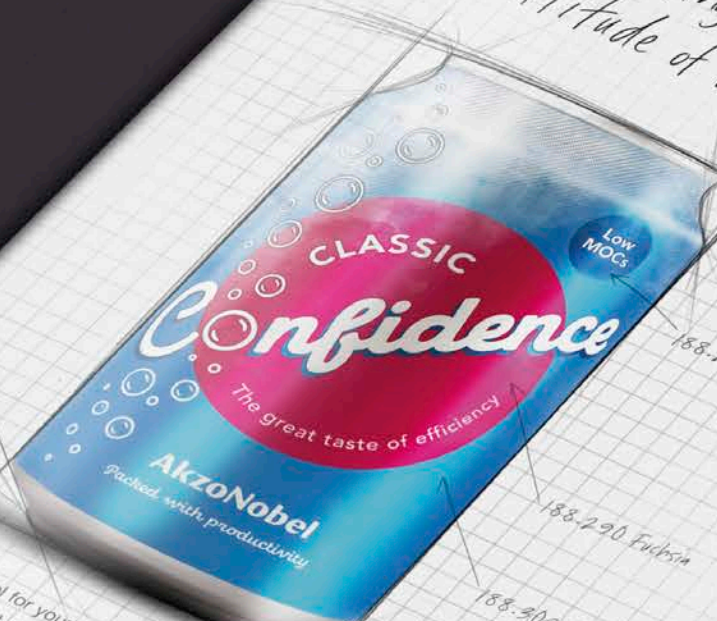
Landing page

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Our Coatings hide a multitude of virtues



330ml Standard Can

188-288 Dark Blue

188-290 Fuchsia

188-307 Light Blue

Choose AkzoNobel for your packaging coatings and you'll enjoy a whole shopping list of benefits. Of course, you'll have reliable products you can totally depend on. You'll also have a supportive partner you can trust to be open and honest. And when it comes to helping you overcome challenges, solve problems and embrace change, you can have complete confidence we've got it - and your cans - covered.

packagingcoatings.akzonobel.com
[#ShapingChangeTogether](https://twitter.com/ShapingChangeTogether)

AkzoNobel

ザ・キャンメーカー 制罐技術 مصنعي العلب

The Canmaker

Vol 32: October 2022 www.canmaker.com

WARNING

CHECK YOUR INSPECTION SYSTEM BEFORE PROCEEDING

Pressco uses the best camera technology and the industry's most powerful software, helping you ensure your product meets your quality standards and those of your customer. They won't settle for "good enough" – why should you?

You'll never buy
off-the-shelf again



228.803 Pale Blue

228.838 Deep Blue

Your company shares many similarities with your competitors. But what works for them won't always work for you. Anyone who tells you otherwise is probably more interested in selling you something quickly than solving your challenges. That's why you should talk to us, because we believe that working in close partnership with you is the only way we can develop the solutions that will solve your challenges, not your competitors'.

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#ShapingChangeTogether

AkzoNobel

A year of transition

By Chris Bradford, Industrial Coatings Marketing Director, AkzoNobel

AkzoNobel Packaging Coatings sees a challenging year ahead for can-makers who are navigating a changing regulatory landscape.

The can and packaging environment will continue to be challenging in 2023 with tighter regulations on the horizon. At the time of writing, the European Food Safety Authority (EFSA) is expected to issue its latest regulatory verdict about tolerable levels of Bisphenol A (BPAs) following further scientific assessment and public consultation. The outcome can only mean tighter restrictions on the use of BPA based coatings in food contact products in the EU. BPA- is not the only potentially harmful chemical to come under scrutiny; Styrene and Formaldehyde are also facing growing regulatory implications.

The can-making industry, at all points along the supply chain, needs to be implementing the change to meet these regulations, despite the challenges that change will bring.

A fast transition to Bisphenol-Free coatings

The challenge for packaging manufacturers, such as can-makers, is to know when and how to switch. For the industry to achieve this change across the whole supply chain within the required timeframe, manufacturers need to be sure any new coating technology is not likely to be regulated or even outright banned at a later date and, critically, will provide the same performance as existing coatings. But can-makers, as well as can fillers and food and beverage manufacturers, will need to make those decisions during 2023 and begin the transition before an outright ban is enforced.

Current Bisphenol A non-intentionally added (BPANI) products are well-established, and many leading beverage brands – soft drink or beer manufacturers – have or are already in the process of making the switch.

Next year we expect to see faster adoption of Bisphenol-Free internal and external coatings as we launch more coatings onto the market. We will, for instance, be launching our new products under a new naming architecture which will make it easier for customers to select the product they need. For beer and beverages, Accelshield™ will be our new

name for internal coatings and Accelstyle™ for external coatings, both will feature products that are free of Bisphenols, phenolics, PFAS, formaldehyde and Styrene. For food, we'll introduce Securshield™ for internal coatings and Securstyle™ for external coatings. As a coating's supplier, we know we must deliver the future-proof regulatory compliant coatings our customers need, and because of the markets we serve, we must also fulfil customers' flavour, preservation, and production needs.

But perhaps, in such uncertain times, what they will need more of, is reassurance. Can-makers need a coatings provider who can also help drive plant efficiencies and reduce the complexity of the conversion to Bisphenol-Free coatings.

Providing reassuringly robust alternatives

Bisphenol-Free coatings will need to be demonstrably as robust as existing coatings to reassure customers. Accelshield and Accelstyle have already undergone extensive critical to quality testing with can-makers. They are just as able to withstand the harsh processing needs of the beverage industry, including retort, pasteurisation and mobility, as traditional coatings. They also accommodate some of the more challenging new drink types which are becoming common in the market. And the technology has been designed to be relatively seamless to introduce into existing production processes. That also means the transition to non-bisphenols is commercially viable.

In the short-term European can-makers can still use epoxy coatings under regional and local regulations. 2023 may not bring the clarity that we are all looking for, but one thing is certain: Bisphenols – of any kind – are no longer required to create safe coatings for metal packaging. And as regulations tighten in the next year or two, manufacturers need to make the transition, so the months ahead will see can-makers working with their trusted coatings partners to migrate much faster towards a Bisphenol-Free world.

Lets do it your way

330ml sleek can



356.88 Violet

358.96 Crimson

Every business has to embrace change and invest in new equipment at some point, but the fear of disruption can, understandably, be a major barrier. That's why we'll always work around you. We'll ensure our packaging coatings integrate seamlessly with the way you operate, enhancing your productivity and making your world better, faster and easier.

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Video

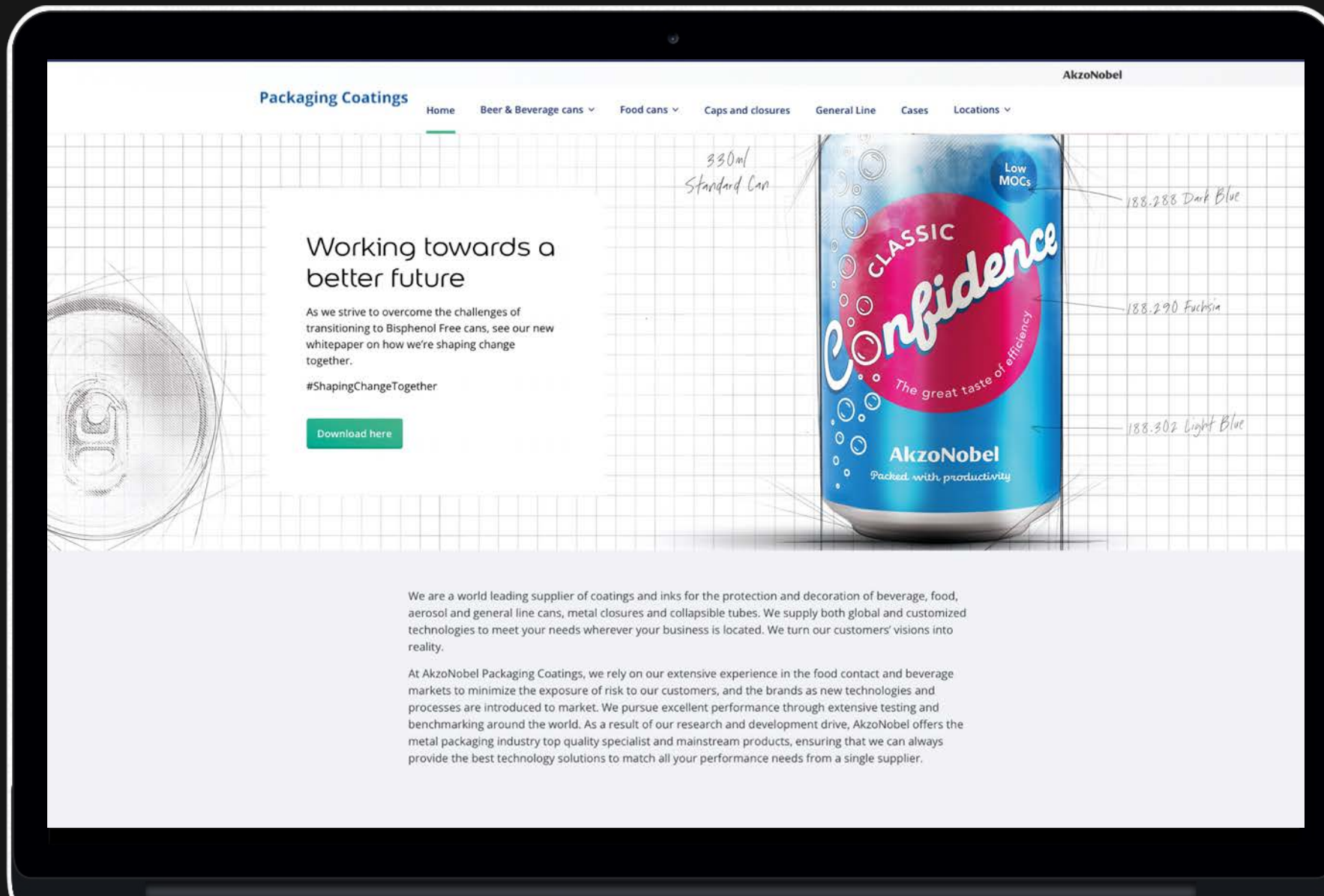
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Social posts

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CAMPAIGN

Video

Press

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Social posts

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Online display

Social post – 'Reliability'



AkzoNobel Packaging Coatings + Follow ...
849 followers
1w · 🌐

Is innovation shiny, new, disruptive technology or simply finding ingenious ways to solve problems? Either way, it counts for nothing if it causes you unnecessary trouble. That's why you need a partner who believes that innovation must always go hand-in-hand with total reliability. [#ShapingChangeTogether](#)

Never order innovation without it

A hand-drawn sketch of a 400ml can with a green label, identical to the one in the previous image. Handwritten notes include "400ml Can" at the top left, "886.33 Amber" on the left side, and "366.85 Green" at the bottom left. To the right of the can, the handwritten text "Never order innovation without it" is written in a cursive style.

Packaging coatings that say it all

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Social post – 'Integration'



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849 followers
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Embracing change and investing in new equipment is vital at some point, but fear of disruption can be a major barrier. That's why we'll always work around you, integrating our packaging coatings seamlessly into the way you operate. [#ShapingChangeTogether](#)

330ml Sleek Can

Let's do it your way

356.88 Violet 358.96 Crimson

Packaging coatings that say it all

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Social post – 'Smooth'



AkzoNobel Packaging Coatings + Follow ...
849 followers
2w • Edited •

Caffeine? Some people can't function without it. Not us. We're always ready to go. Because that's what customers want from their packaging coatings partner - enthusiasm, energy, innovation, and plenty of proactive problem-solving. And all served with the minimum of disruption. [#ShapingChangeTogether](#)

A hand-drawn sketch of a coffee can on a grid background, similar to the one on the left. The can is labeled 'ROBUST BUSINESS BLEND' in a yellow band at the top, 'SMOOTH PARTNERSHIP' in large white letters on a dark brown background, and 'from AkzoNobel' at the bottom. Handwritten notes include '355ml Slim Can' with an arrow pointing to the top, '36.83 Gold' with an arrow pointing to the yellow band, and '83.69 Brown' with an arrow pointing to the dark brown section. To the right of the can, the text 'Now being served to every customer' is written in a cursive font.

Packaging coatings that say it all

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Social post – 'Together'



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Your business has unique needs, so what works for your competitors probably won't work for you. Talk to us, because we'd prefer to invest time developing a bespoke solution especially for you than simply sell you something off the shelf. [#ShapingChangeTogether](#)

You'll never buy off-the-shelf again.

228.809 Pale Blue

228.838 Deep Blue

BETTER TOGETHER
from AkzoNobel

Packed with proactive solutions


HAND PICKED FOR SPECIFIC NEEDS


Packaging coatings that say it all


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Social post – ‘Success’



AkzoNobel Packaging Coatings
838 followers
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Enjoy the confidence that comes with solid reliability, efficiency and productivity. With AkzoNobel Packaging Coatings, you get them all – and with fewer MOCs.



Learn more here: <https://lnkd.in/gK4AZ-Mi>





AkzoNobel. Packaging coatings that say it all.

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Sweet Success [#ShapingChangeTogether](#)

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Landing page

Social posts

Zoom backdrop

Online display

Microsoft Teams – Backdrop

The screenshot shows a Microsoft Teams meeting interface. At the top, there is a header bar with a green checkmark and the text "Original Sound: Off". Below this is a row of five participant video thumbnails, each with a name underneath: Christopher, Rebecca, Teresa, Ming-Na, and Victoria. The main area of the screen is a custom backdrop featuring a grid pattern. On the left, the "AkzoNobel" logo is displayed in blue. In the center, a man with short brown hair and a beard, wearing a dark blue suit jacket over a white shirt, is smiling. To his right is a large, stylized image of a "Confidence" candy box. The box is blue and pink, with the word "Confidence" in a large, white, cursive font. Above it, the word "CLASSIC" is written in white. Below it, the tagline "The great taste of efficiency" is written in white. At the bottom right of the box, the "AkzoNobel" logo is repeated, along with the text "Packed with productivity". Above the box, the hashtag "#ShapingChangeTogether" is written in a light blue font. On the far left of the backdrop, there is a faint, circular technical drawing of a component. At the bottom of the screen is a dark grey control bar with various icons: Unmute, Start Video, Security, Participants, Chat, Share Screen, Polling, Record, Breakout Room, Reactions, and an "End" button on the right. The name "Sean" is visible in the bottom left corner of the video frame.

CAMPAIGN

Video

Press

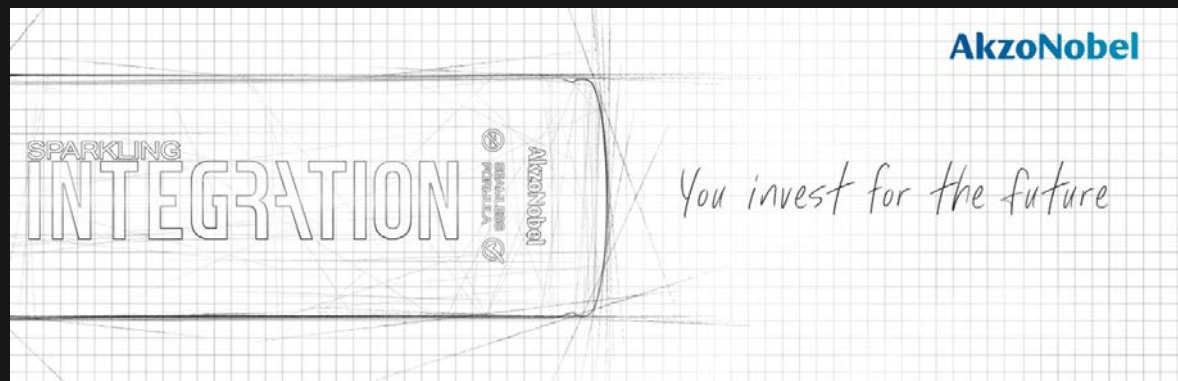
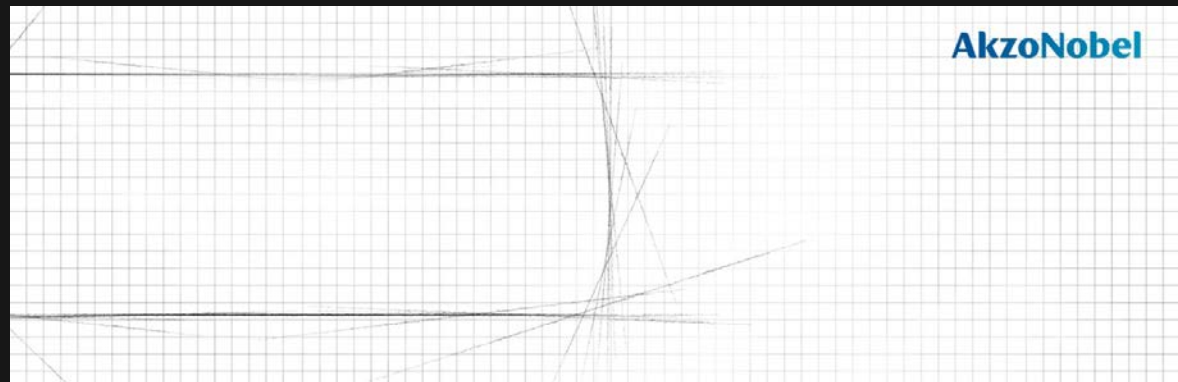
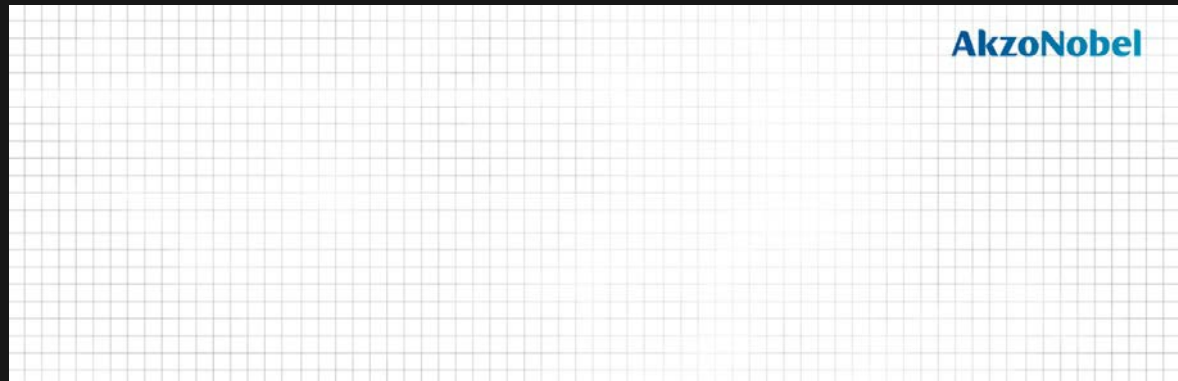
Landing page

Social posts

Zoom backdrop

Online display

Online display – 'Integration' feature banner





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SPARKLING
INTEGRATION

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*...but you want change
without disruption*



AkzoNobel

SPARKLING
INTEGRATION

AkzoNobel

SEAMLESS
FORMULA

330ml sleek can

356.88 Violet

358.96 Cinnamon

*That's why we'll
always work around you*



AkzoNobel

SPARKLING
INTEGRATION

AkzoNobel

SEAMLESS
FORMULA

330ml sleek can

356.88 Violet

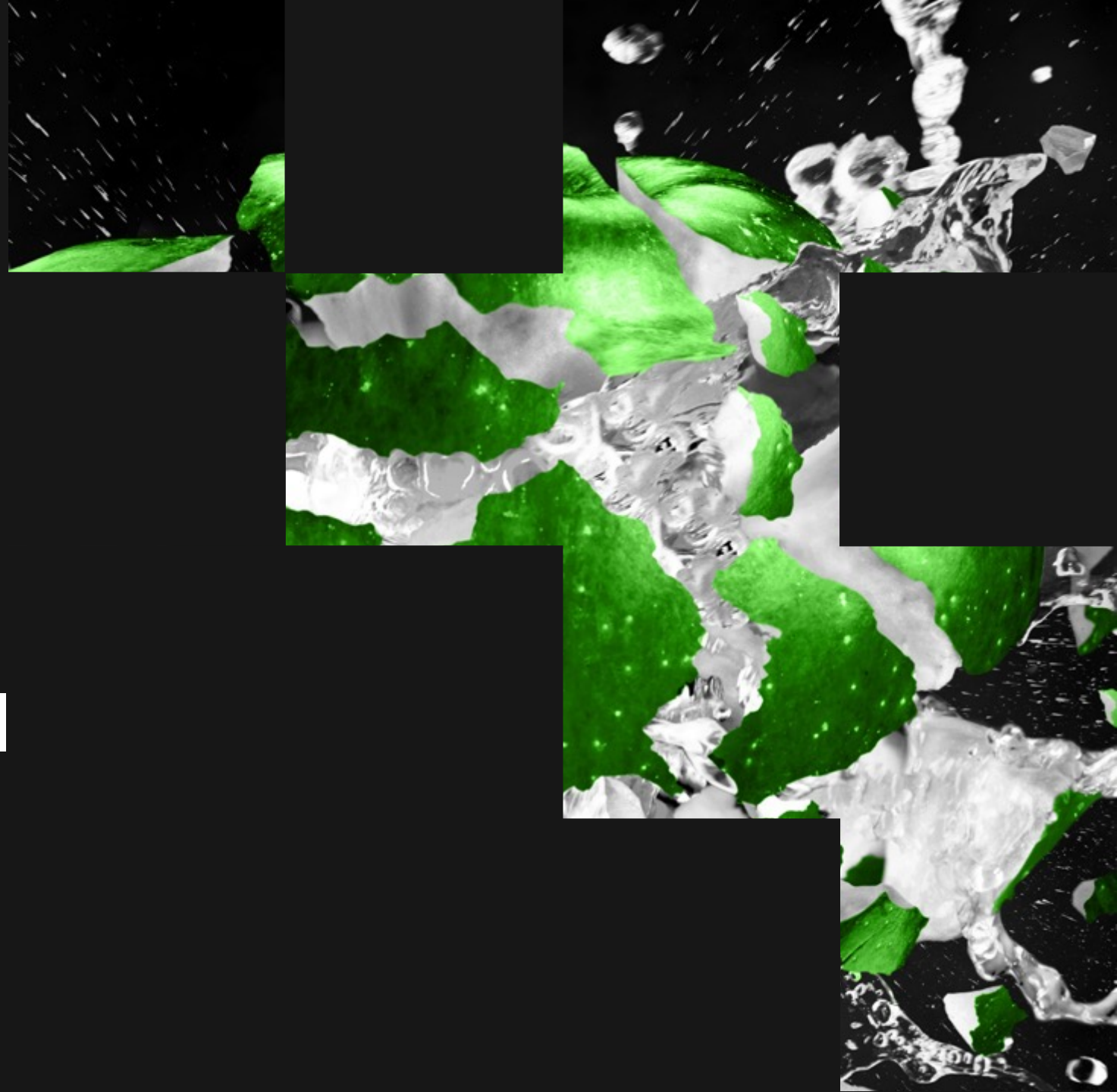
358.96 Cinnamon

#ShapingChangeTogether

Discover more

https://glondon.sharepoint.com/sites/AkzoNobelPackagingMetalCoating-AllGravityinternal/_layouts/15/stream.aspx?id=%2Fsites%2FAkzoNobelPackagingMetalCoating%2DAllGravityinternal%2FShared%20Documents%2FAI%20Gravity%20internal%2FPackaging%20Coatings%2FAssets%2FC43995%2DAkzo%20nobel%2DCan%2DBanner%2DIntegration%2D696x226%2Dv2%2Emp4&ga=1

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**Thank you
from Gravity Global**