



Amcor Australasia – Beverage

Brian Lowe, Vice President & General Manager
Beverages

Aspiring to new heights

Safety

Security Restrictions

- Please do not
 - Take any photographs or video recordings
 - Handle product on the assembly line, in the warehouse or in waste bins
 - Take cans or other materials from this site

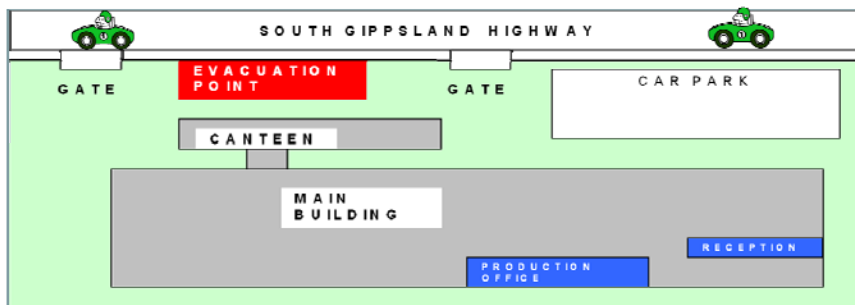
Personal Protective Equipment (PPE)

- PPE is mandatory for all visitors on site
- HEARING AND
EYE PROTECTION
MUST BE WORN
- FOOT PROTECTION
MUST BE WORN
- HAND PROTECTION
MUST BE WORN
- SAFETY VEST
MUST BE WORN
- Guests are to remain on the Green Walkway at all times

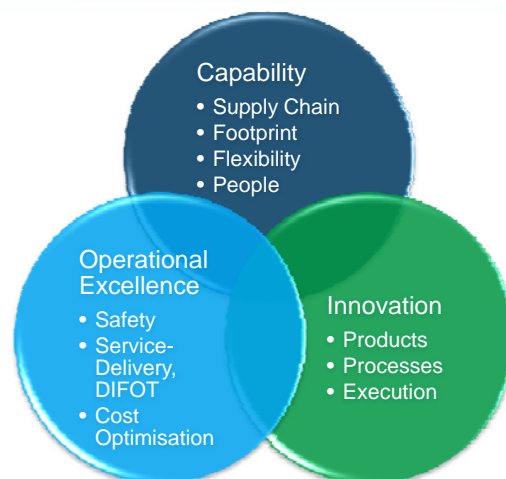
Evacuation procedure

Evacuation alarms

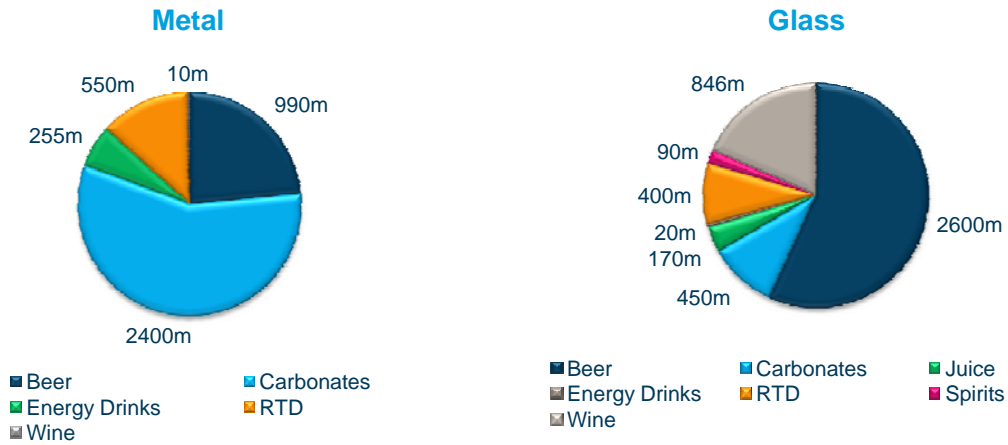
- Alert
 - Beep Beep Beep
 - No action required but an evacuation alarm may follow
- Evacuation
 - Siren sound rising pitch
 - You must evacuate the building



Beverage Group - Strategy

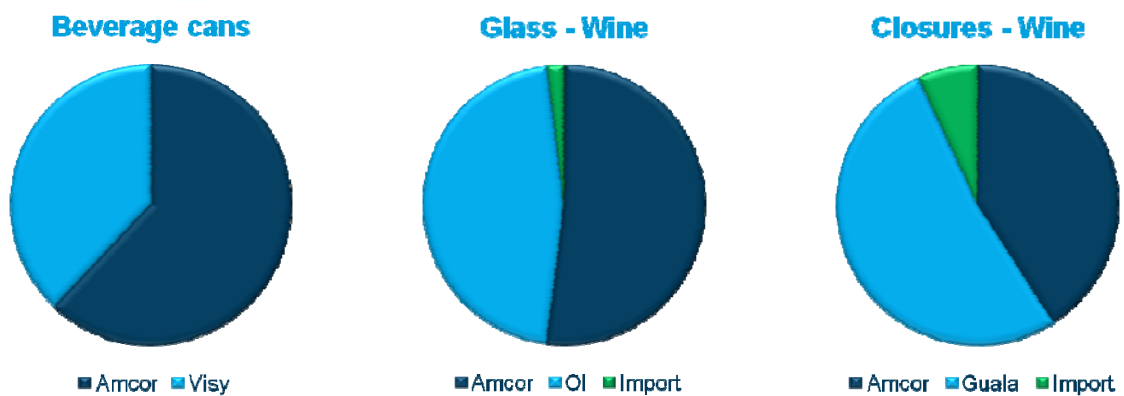


Beverage Group – Total Beverage Market Segmentation



5

Beverage Group – Industry structure



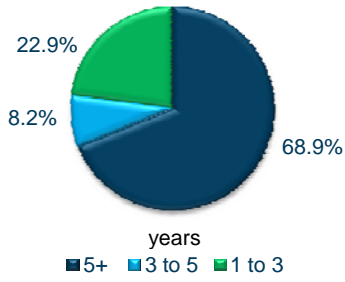
Strong position in all three market segments



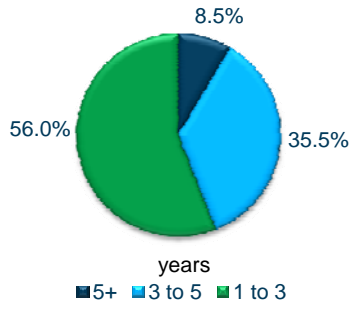
6

Beverage Group – Customers & Contract Vintage

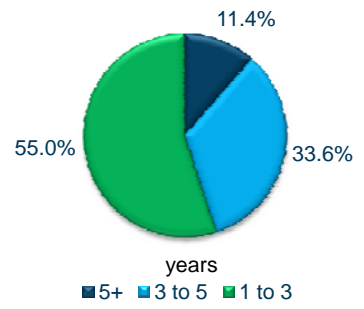
Bev Cans Contracted Revenue



Glass Contracted Revenue



Wine Closures Contracted Revenue



7

Beverage cans



8

Beverage cans – Key messages

Attractive market segment

- Industry fundamentals
 - Good industry structure
 - High barrier to entry
 - Deep customer relationships
 - Not exposed to high A\$

Amcor

- Strong market position
- Extensive footprint
- Well capitalised assets
- Long term customer contracts

Strong business generating significant cash



9

Beverage cans - business overview



Key Facts and Figures (FY 2012)

Sales (m units)	3,087
Co-workers	384
Customers	18+

Key Markets & Segments

Alcoholic beverages	Beer and RTD's
Non Alcoholic beverages	CSD's, Energy, Dairy, Juice & Water

Capabilities and Technologies

Offers a diverse range of metal packaging formats for beverages including Classic, Slims and Sleek cans

Shaping and Embossing capabilities

Specialised Customer Engineering Service Division

Capital Investments

Decoration Centre of Excellence in Dandenong

New Beverage Can line in Wiri NZ

New warehousing facilities at Ballarat beverage can end manufacturing plant

10

Beverage cans – products at a glance



Classic 250
▲ 250mL
⊘ 66mm
H 92mm
⊗ 52/58mm

Classic 330
▲ 330mL
⊘ 66mm
H 115mm
⊗ 52/58mm

Classic 355
▲ 355mL
⊘ 66mm
H 122mm
⊗ 52/58mm

Classic 375
▲ 375mL
⊘ 66mm
H 129mm
⊗ 52/58mm

Classic 440
▲ 440mL
⊘ 66mm
H 150mm
⊗ 52/58mm

Classic 500
▲ 500mL
⊘ 66mm
H 168mm
⊗ 52/58mm

EuroSleek® 330
▲ 330mL
⊘ 58mm
H 146mm
⊗ 52mm

EuroSleek® 355
▲ 355mL
⊘ 58mm
H 155mm
⊗ 52mm

AusSleek 375
▲ 375mL
⊘ 62mm
H 143mm
⊗ 52/58mm

Classic Range

Sleek Range



Beverage cans – products at a glance



Slimline 150
▲ 150mL
⊘ 53mm
H 87mm
⊗ 50mm

Slimline 200
▲ 200mL
⊘ 53mm
H 111mm
⊗ 50mm

Slimline 250
▲ 250mL
⊘ 53mm
H 133mm
⊗ 50mm

Slimline 300
▲ 300mL
⊘ 53mm
H 155mm
⊗ 50mm

Boutique 300
▲ 300mL
⊘ 53mm
H 195mm
⊗ crown seal/ROPP

Boutique Premium 300
▲ 300mL
⊘ 53mm
H 195mm
⊗ crown seal

Boutique Premium 355
▲ 355mL
⊘ 53mm
H 210mm
⊗ crown seal

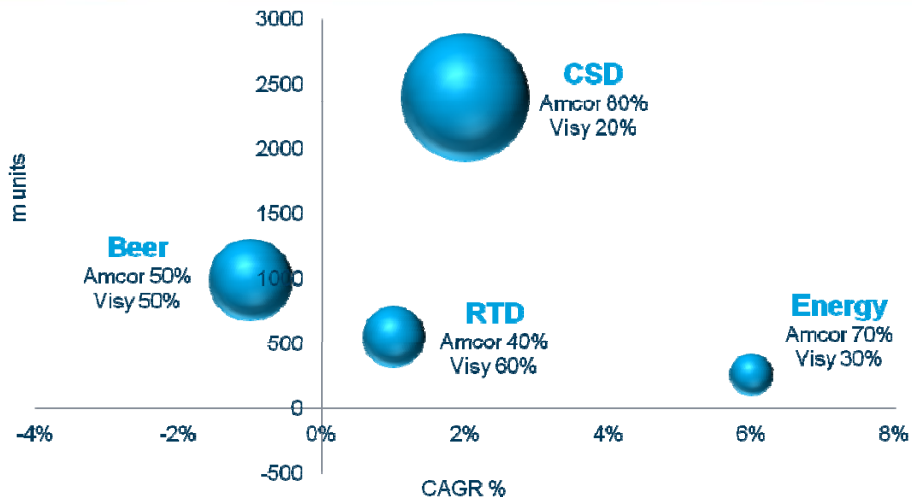
Ends
(from top)
200 – 50mm
200 – 50mm
202 – 52mm
206 – 58mm

Slimline Range

Boutique Range

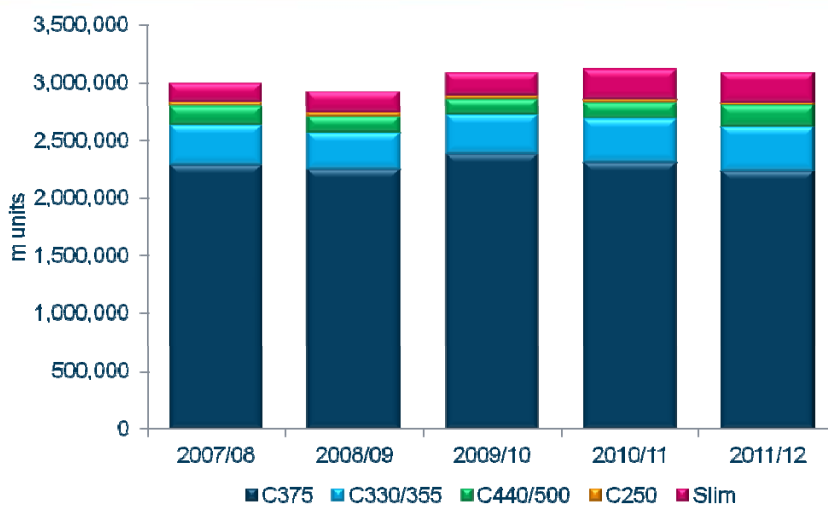


Beverage cans – Market share & growth



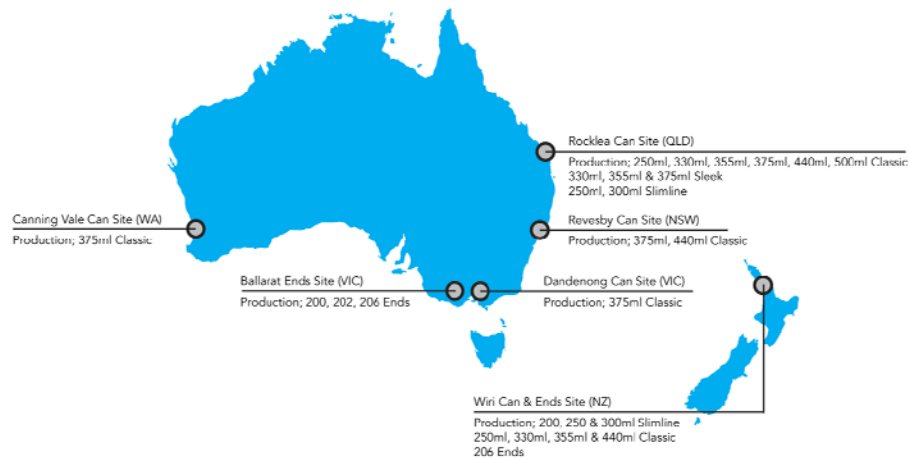
13

Beverage cans – Amcor volumes



14

Beverage cans – Production facilities & capabilities

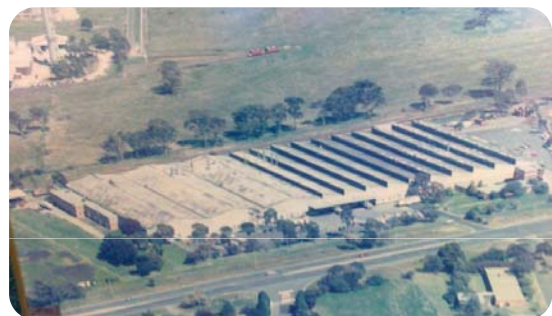


15

Beverage cans – Dandenong plant key facts

- The Dandenong Can site was originally commissioned in 1965, aluminium beverage can production commenced in 1974.

Capacity:	1 billion cans pa.
Capabilities:	375 ml Classic can production
Customers:	Coca-Cola Amatil Carlton United Breweries Independent Liquor Copack Beverages
Site Headcount:	67



16

Beverage cans – Video



amcor



17

Beverage cans – Innovation

Decoration Centre of Excellence

- The Decoration Centre of Excellence is located at the Dandenong Beverage Can plant and opened for business in July 2012
- The Decoration Centre of Excellence houses several pieces of leading edge prepress equipment
 - Direct laser engraving plate imager
 - Plate washer unit
 - Plate punch
 - 6 colour proofing machine/off line decorator
- A team of prepress specialists, exclusively employed to manage the specialised process and to prepare the artwork and plates for beverage can labels



18

Beverage cans – Innovation

Decoration Centre of Excellence cont.

Key features

- In-house high definition printing

Advantages

- High definition quality plates can be generated (120 LPI definition)
- Increase flexibility around press approval timing, graphic and colour alternations
- Increase opportunities for trialling unique inks and designs onsite
- Dedicated customer service team on site



19

Beverage cans – Innovation

Amcor is committed to connecting with the consumer

Amcor and CCA have worked collaboratively over the last two years to significantly improve consumer engagement via randomisation of packaging

2012 World First application – Patent Application

- Australian Provisional Patent Application No. 2012902959
- U.S. Provisional Patent Application No. 61/673586
- 2012 - 75 different designs across Classic Coke and Coke Zero measuring 150 randomised years in total
- Randomisation increased from 2 per pallet layer up to 16 designs per pallet layer, using new innovative printing technology

Amcor is already working on alternative ways to further step change randomisation to stimulate the customer



20



Amcor Australasia – Beverage cans

Brian Lowe, Vice President & General Manager
Beverages

Aspiring to
new heights