

HILDERING PACKAGING

TIN CAN SPECIALIST



Colorcan. Small batches. Great looks.

COLORCAN

Small Batches, Great Looks

The COLORCAN allows you to reinforce your position in the market. The unique digital printing technique of tin can packaging allows you to sell all your products in full colour packaging. We can deliver small numbers of pre-printed cans with a short lead time. The normal minimum offset printing orders is about 20 pallets per print order. This digital printing technique allows you to reduce - depending on the content size - to 2 pallets.

For specifications and the most up-to-date and extensive information please visit our website: www.hildering.com.



Specifications

Various dimensions and shapes of tin can packaging can be printed digitally.

Cylindrical paint tin cans (from 125 ml to 4 litre)

Conical tin cans (2.5 litre to 5 litre)

Rectangular liquid tin cans (250 ml to 1 litre)

Round liquid tin cans (500 ml + 1 litre)

Aerosols (diameter 57 and 65 mm)

Several sizes and shapes (incl. pails and large rectangular tin cans) are under construction.

The COLORCAN makes things simpler because the tin can no longer requires a label, and large printing runs is a thing of the past. The quality in re-prints also remains constant. One pre-condition is that the printing only uses CMYK. Also the COLORCAN has a strong marketing appeal: the low print quantity allows small quantities of your product to be launched in professional packaging in test and niche markets. And the time required to launch products onto the market can be reduced to 2 to 3 weeks. So where a quick reaction to the market situation is required, digital printing offers a good solution.

The price per tin can packaging is slightly higher than for conventional printing techniques.

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Digitally printed lids

Lids are used more and more as a means of communication with the customer. The lid is sprayed in a colour or it is printed using the offset technique (large numbers). The latest development in digital printing of tin can packaging offers the possibility to also print the lids digitally. This means lids can be printed in smaller numbers. By printing your text or logo on the lid, the lid also provides a contribution to strengthening your brand. The lid can now also be used to present the content better, for instance the reproduction of a wood texture (if required: treated versus untreated) a specification of the colour, or a manual. In conclusion: also the lid communicates with your customer and end user. Presently only RL lids with a raised panel and diameter 99 mm, suitable for tin can packaging 500 to 750 ml inclusive, can be printed digitally (minimum order quantity 1,700 pcs). The digital print can be on a blank lid or on the container (Protact). Other lids and diameters are being developed. The Colour Can with your own décor and a digitally printed lid means optimal communication for your product.

Advantages of the COLORCAN:

- Small printing batches (from 2 pallets of tin can packaging)
- Short lead times
- Optimal communication
- Distinctive
- Various dimensions and shapes of tin can packaging can be printed.
- Printing on the basis of 4 colours (CMYK)
- Quality for re-prints is constant
- Labels are a thing of the past
- Test and niche markets can be approached professionally
- Able to respond quickly to market developments
- Suitable for promotional campaigns
- Simpler stock and risk management because of smaller prints
- Internally blank or coated