



CANNOVATION



MOST INNOVATIVE PARTNER

AJ Packaging has developed a sophisticated can to package a premium instant coffee blend for Tata Coffee's Russian customer.

THE CONTEXT

In line with changing consumer preferences, Tata Coffee had developed a premium instant coffee blend, which combined finely-milled coffee beans with soluble coffee powder made of a mix of Arabica grades to deliver an outstanding experience to coffee-lovers. Its customer, Coffee Company Hors, a leading Russian brand, wished to premiumise this offering. Hence, it asked Tata Coffee to develop innovative packaging for it. Coffee Company wanted a design that would stand out on crowded shelves, create high brand recall value and effectively communicate the brand promise. The packaging had to be modern and premium to set a new benchmark and allow the company to stay ahead of its competition.

THE INNOVATION

AJ Packaging worked closely with Tata Coffee to develop a sophisticated coffee can for which it used a special grade of malleable tinplate from Germany. It also procured a dedicated fabrication line with a sine wave frequency electronic resistance welder from Taiwan to mould the tin into the desired shape. To ensure the highest quality of metal decoration, it used ultra-violet (UV) printing technology from UK with seven colours and nine printing passes including two passes of spot matt and spot gloss. In keeping with their sophisticated shape, the cans were also seamed with easy peel-off ends from the Netherlands, which also ensured greater convenience and safety for consumers.

KEY CHALLENGE

TO PROCURE SPECIAL-GRADE TINPLATE WITH LOW ANISOTROPY AND HIGH STRENGTH AND DUCTILITY

Since this grade was not available with domestic mills, the company developed it in close co-ordination with a German mill using metallurgical expertise.

TO ENSURE THAT THE SOPHISTICATED ARTWORK WAS REPRODUCED ACCURATELY

The company needed accurate print reproduction with super-critical shades of white, red and black that had to remain unchanged even after several passes of curing. Hence, it decided to use UV printing technology from UK to ensure the highest reproduction quality.



THE IMPACT

The innovation has generated additional business from Tata Coffee. The development process has provided AJ Packaging with valuable know-how in shaping metal cans and helped it to create new and differently shaped packaging for its various customers and products. Besides, it has gained huge appreciation from the industry, having won the India Star Award for Excellence from IIP and recognition as an innovation partner from Tata Coffee.