

# Crown Holdings Inc in Packaging Industry (USA)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C538A80509BEN

## Abstracts

Crown Holdings will continue to invest heavily in innovation in the forecast period, basing its new product development on consumer research identifying opportunities and striving to develop its packaging technology. There is expected to be a growing focus on offering more sustainable packaging, with the company for example launching the lightweight Interchangeable SuperEnd for metal beverage cans in 2017, with this using 10% less aluminium. In 2016, the company announced ambitious...

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