

# Crown Holdings UK Ltd in Packaging Industry (United Kingdom)

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## Abstracts

Crown Packaging UK Plc aims to keep its position as a leading metal packaging producer in the UK, and will focus on innovation in the next few years. In 2011, Crown launched the Infinity line, which is a stainless steel container that is returnable and re-usable. Crown Packaging also plans to build on its SuperEnd, EasyLife and PeelSeam lines, which proved to be very successful in the UK market, targeting consumers who value convenience and sustainability.

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