

# Rexam Argentina SA in Packaging Industry (Argentina)

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## Abstracts

Rexam Argentina SA has the advantage of being the only company that produces metal beverage cans in Argentina. Despite having this privilege the use of metal beverage cans in the country continues to be low, which limits the expansion of the company. However in 2014 there were interesting launches that allowed metal beverage cans to enter new categories. In 2015 the strategy of the company will continue to focus on new launches to promote the use of metal beverage cans in Argentina.

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