

**AEROBAL launches online magazine:****Information and innovations, trends and ideas around aluminium aerosol cans**

AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, has launched the first issue of its free-of-charge online CANS magazine in June 2015. Twice a year AEROBAL will report about the latest trends, innovations and creative ideas around aluminium aerosols. The magazine will be distributed via email by AEROBAL members and the AEROBAL Secretariat in Düsseldorf.

Gregor Spengler, Secretary General of AEROBAL, defines the goals of the ambitious project:

„With our online magazine we want to reach our members' customers but also all other people worldwide who deal with packaging: packaging developers and designers, product developers, product managers, marketing and PR experts and last but not least the decision makers in the purchasing departments. Moreover we approach actors in agencies and design companies as well as experts in relevant packaging-related institutes. We would like to provide incentives and inspiration for all these people for their daily work and for the implementation of their own ideas and visions.

For AEROBAL President; Giorgio Aliprandi; the new magazine is far more than just a pure information tool: „The magazine constitutes also an offer for a dialogue between AEROBAL, its members and their customers and suppliers. It shall help to open new markets for aluminium aerosols, to generate innovative applications and to jointly develop and successfully launch trendy products.

Those who are interested in AEROBAL's free-of-charge online magazine can subscribe to it by using the following email address: [cans@aerobal.org](mailto:cans@aerobal.org)

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