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## PRESS RELEASE

### **Canovation Wins Prestigious Red Dot Design Awards**

*Company's CanReseal® Innovation Noted as a Packaging Design Gamechanger  
for the Beverage Packaging Industry*

**Fort Lauderdale, Fla – July 19, 2021** – Canovation has won the distinctive Red Dot Award for Packaging Design, and also the “Best of the Best” Innovation for the 2021 international Red Dot design competition. 50 international jurors awarded Canovation’s CanReseal product the two highest design quality awards as a nod toward its innovation within the consumer packaging industry.

Winning the “Best of the Best” of innovative products is a high honor as the Red Dot innovative product category is interdisciplinary with products in over 50 categories competing to have their breakthrough innovation recognized. CanReseal is considered the “Best of the Best” innovation in 2021, according to Red Dot.

Canovation’s CanReseal is an air and liquid-tight, all-metal, resealable and fully recyclable can. It is innovative as an environmentally sustainable solution that is compatible with all existing can infrastructure and supply chains. CanReseal delivers resealability without plastic content, and does not create additional manufacturing complexity, or higher cost.

CanReseal was created as an answer to the staggering amount of plastic waste from single-use bottles polluting the environment. Over 12.6 million tons of plastic waste are expected to be dumped in the ocean this year, according to The World Counts. Additionally, Science Advances noted in their 2017 study, that up to 91% of all the plastic ever generated has not been recycled and ends up being incinerated, dumped in landfills or in the natural environment, such as oceans and waterways. Canovation took this challenge seriously and designed CanReseal to reduce single-use plastic waste. CanReseal integrates easily into mature manufacturing and recycling operations. It is an economical, resealable aluminum can that dramatically aids in the reduction of single-use plastic containers by providing a more sustainable alternative. CanReseal enables global can manufacturers to scale production quickly and economically, and opens opportunities for future innovation in additional vertical markets such as food and beverage, cannabis/pharma, and paint/household chemicals, amongst others.

Canovation’s revolutionary CanReseal design also eliminates the notion that metal cans are not resealable. Now, the possibilities of what can be safely stored, transported, and resealed in metal cans is virtually limitless. CanReseal’s patented technology advances the movement for

global sustainability by dramatically reducing daily dependency on single-use plastics, ultimately preventing billions of tons of plastic waste from polluting the planet.

Gary Brown, CEO of Canovation said, "I am grateful that CanReseal has been recognized by this prestigious international body of jurors as a best-in-class solution that will help reduce plastic pollution. It is also a tip of the hat to our design team that spent several years perfecting CanReseal's technology that we are being recognized for their packaging design excellence."

"The winners of the Red Dot Award: Product Design 2021 were particularly impressive this year. The design of their products is excellent, in terms of both the aesthetic and the functionality. It's not easy to prevail in such a strong field of competitors and to win over our jury. Consequently, I want to congratulate the laureates very sincerely on their success," said Professor Dr. Peter Zec, founder and CEO of Red Dot.

Since 1955, the Red Dot Awards have become the premier worldwide evaluation platform for product design and recognize the best products for a given year. The 50 jurors were once again true to the motto "In search of good design and innovation" in the 2021 competition. The international panel of experts was comprised of specialists from a wide variety of sectors. They scrutinized the products entered in the competition in a process that spanned several days and were guided by assessment criteria such as the product's formal quality, ergonomics and longevity.

The award-winning CanReseal can be seen in the online exhibition on the Red Dot website from beginning June 21, 2021. That date also marks the beginning of the Red Dot Design Week, during which this year's award winners will be celebrated online.

From June 22, 2021, CanReseal will also be included in the exhibition "Design on Stage" in the Red Dot Design Museum in Essen, Germany, where all of the award-winning products are showcased. Visitors to the museum can experience the quality of the designs in a space that features contemporary design solutions and historical industrial architecture. The Red Dot Design Yearbook 2021/2022 comes out in August 2021. The publication provides a comprehensive overview of the state of the art and trends in product design.

#### **About Canovation:**

Canovation is a container engineering and design company created in response to worldwide consumer demand for a reduction in the use of plastic, which is impacting our ecosystems and our health. Its award-winning CanReseal® technology can be used in many vertical markets with endless applications ranging from beverages, food & snack, pet food, paint & chemical, cannabis/pharma, personal care, household and consumer goods, and delivers an economical,

endlessly recyclable and fully resealable metal packaging solution. Canovation is evolving the packaging industry by the creation of fully resealable can that does not disrupt existing infrastructure or supply chain operations. Its solution provides many product brands with a functional and economical alternative to single-use plastic. For more information, visit [www.canovation.com](http://www.canovation.com)

**About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at [www.red-dot.de](http://www.red-dot.de).

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