



PRESS RELEASE

Canovation Launches New Brand and Website

New Website Showcases Groundbreaking Innovative Sustainability Solutions and Environmental Resources for the Public

FOR IMMEDIATE RELEASE

July 27, 2021 – Fort Lauderdale, Fla – Packaging innovation industry leader Canovation announces the launch of their new brand and website at canovation.com. The website showcases Canovation's award-winning CanReseal® sustainable packaging product line that is endlessly recyclable, resealable, portable and safe for consumers' health and the environment.

The new website introduction reveals the company's new branding and reflects a more modern approach to the packaging industry. Revealed for the first time, Canovation's CanReseal product line features air-tight resealable solutions that vary in size, composition and usage for multiple vertical markets, including beverages (still and carbonated); food & snack; cannabis; pet food; paint & chemical; personal & beauty; household; and consumer goods. The launch highlights the company's mission of preserving the environment while reducing society's dependency on plastic bottles and containers.

"A brand is supposed to tell a company's story. Our new brand introduction and new website not only captures our growth story but illustrates our passion for sustainability and innovation. Our aim is to make a global impact and this launch will further raise social responsibility to protect the environment," says Michele Merrell, Chief Marketing Officer.

Canovation designed this launch to create a connection between the packaging industry, product brand leaders and environmental initiatives of today. With a goal of integrating the various disciplines of consumer-packaged goods, Canovation offers educational resources, infographics for CanReseal® vertical markets, press releases, references to corresponding publications, and links to environmental resources. The new website will display Canovation's continuous efforts to further environmental conservation with their CanReseal technology, which was designed to reduce global dependency on single use plastics, which are destroying the environment.

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, please visit www.canovation.com.

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