

# Beverages coming in specialized cans

By Kristen Leigh Painter, Denver Post

The standard 12-ounce beer can is being squeezed off store shelves as beverage makers try to one-up each other not only with what's inside their cans but what the can itself looks like.

Consumers can now choose from cans with temperature-sensitive ink indicating a drinkable chill, wider tops meant to release more flavor and simulate drinking from a glass, or re-closeable lids.

Steep competition is driving companies across all beverage sectors toward customized aluminum can shapes, sizes, colors and textures – spurring innovation, and significant investment in new technology, among the world's can manufacturers.

Seeing the writing on the wall three years ago, Broomfield, Colo.-based can-maker Ball Corp. invested \$400 million into growing its speciality can capabilities.

**Read the whole story**