

## **GOLD WINNER – 2015 DUPONT AWARDS FOR PACKAGING INNOVATION**

### **Deodorant Can Engineered to Combine Complexity with Simplicity**

*Unilever – UK*

The Axe and Lynx aerosol cans showcase an outstanding balance of technology and enhanced consumer experience. Every component of the deodorant can is specially designed to play a specific role in maximizing the consumer experience, reducing impact on the supply chain, and maximizing efficiencies.

The vibrant aluminum cans feature a squround (half square, half round) shape to deliver a unique look while accommodating the industry standard 1 inch valve. The square body rotates to reveal the valve and trigger button, allowing consumers to experience the same twist-open action of the previous cans. As the body rotates, the button emerges from the flat top and tilts to provide a pleasing opening experience.

To eliminate leakage or accidental activation, the spray channel is designed to engage with the valve only when in the open position. When the valve is closed, the spray channel separates from the valve completely. The button, designed using insights gathered from consumer studies, activates regardless of how the consumer holds the can or where they press on the button.

With this aerosol can, Unilever took precise, high-level engineering and delivered it to the Axe/Lynx consumers in a sleek, yet sophisticated way that differentiates it from competition.

***Honored for Excellence in Technological Advancement and Enhanced User Experience***