

# STEAM WHISTLE SCORES A PERFECT 10 WITH THE NEW BEER CARTON DESIGN

They make just make one beer and one beer only—albeit exceptionally well—but there’s no limits to the many ways that creative folks at Toronto’s leading craft brewer **Steam Whistle Brewing** come up with to package their flagship *Steam Whistle Pilsner* brand in groundbreaking ways one festive beer-drinking season after another.

This summer, the independent brewer is set to make a big splash in the beer-store aisles with a brand new **CAN VAN 10 Pack** beer carton that pays homage to the brewer’s groovy vintage workhorse—a 1967 **Ford Econoline** heavy duty van dubbed ‘The Steam Machine’—containing 10 355-ml cans of the *Steam Whistle Pilsner*.

According to company co-founder Greg Taylor, the 10-beer format offers beer-lovers a refreshing upgrade from the conventional six- and eight-packs, aided by the intricate new carton design based on the look of their eye-catching Steam Machine beer delivery van, which will be a frequent sight at many of this summer’s upcoming concerts, festivals and other large public events.

“We’re known for doing one thing really, really well and making only one kind of beer, but we’re also known for fun, and this Steam Machine CAN VAN 10 Pack delivers great craft beer and the convenience of cans to put a smile on your face.”

Operating out of Toronto’s historic John St. Roundhouse—a former locomotive repair facility at the foot of the city’s downtown—Steam Whistle is still well-known for the company’s signature-green glass bottles, but the company has strongly focused on growing the canning side of its business in recent years in response to changing consumer trends.

According to industry statistics, canned beer has grown from 19 to 45 per cent of the Canadian beer market between 2000 and 2012.

In addition to the highly engaging graphics developed by the Toronto-based **Blacksmith Design Co.**, the *CAN VAN 10 Pack* features a



pop-up handle to grip while carrying, and includes a perforated zipper along the van’s back

doors to provide easy access to the cans.

While the original idea for a Steam Machine beer carton goes back about a year ago, producing it in a cost-effective manner had to wait until the brewer’s Concord, Ont.-based corrugated supplier **Packaging Technologies Inc. (PTI)** developed a carton design—a full-color *B-Flute* corrugated box in the 1967 Ford *Econoline* van’s likeness with a pop-up handle and tear-tape along the van’s back doors—to ensure quick and cost-effective assembly by the brewery’s **Trinamic** case-erector.

“PTI has been more than just a supplier, a partner really, to us for more than a decade,” says Steam Whistle’s purchasing director Chris Johnston. “They always deliver well-made cartons with quality graphics and competitive pricing, but what really differentiates them are the truly innovative and creative solutions they offer on project development.”

Taylor relates that the project team tried a number of *CAN VAN* sizes—including six-, eight- and 12-can formats—before concluding that a 10-pack would work best from a consumer price-point perspective, while also offering the best canvas for the graphics and ease-of-assembly.

Says Taylor: “We wanted the Steam Machine CAN VAN Pack to incorporate elements we had successfully used in our existing product offerings: attractive graphics, sturdy box construction that lends the feeling of old-fashioned overbuilt quality, the convenient pop-up handle from Steam Whistle’s Suitcase 12-pack and the perforated/tearaway feature of our 24-pack.

“As always in the past, PTI gave us everything we asked for.”