



1. Why a plastic can...?

Since the early seventies, plastic soft drink bottles have proved to be extremely popular with consumers. They continue to grow at a faster rate versus alternatives. In fact, it is expected that by the end of this year, more soft drinks will be brought home in plastic containers than in glass or metal packages.

- Attractive, appealing, fascinating transparency.
- Easy to hold, pack, carry, store, drink out of.
- Able to see the level of the drink remaining.
- See-through quality gives assurance of exact contents.
- Long-time familiarity with other plastic containers.

2. Will the plastic can remain as cold as other packages?

It takes a little longer to chill a plastic can because plastic insulates better than metal. Also, it will not seem as cold to the touch. On the other hand, it will stay colder longer.

3. Why is there space at the top on the inside of the plastic can?

The new package is translucent and semi-transparent, so you can see inside. This space is also in metal cans. You just can't see it.

4. Will the plastic can maintain carbonation?

Yes, plastic cans will hold carbonation at the same levels as other plastic packages.

5. How does the plastic can compare in strength and durability to other packages?

The plastic can is designed to be as strong and durable as soft drink packages with which consumers already are accustomed.

6. Will soft drinks taste any differently when consumed from a plastic can?

The plastic can will have no effect on the taste of soft drinks.

7. Will the plastic can cost the same as metal cans?

We expect cost of plastic cans to be comparable to metal cans. With due allowance for promotional activities, we would anticipate retail prices to also be comparable.

8. Is the plastic can recyclable?

Yes. The plastic can is made of PET (polyethylene terephthalate), the same material used for plastic soft drink bottles. In 1984, 20 percent of all PET soft drink bottles were recycled. This is expected to grow as additional uses are developed as a result of current research projects underway. It is currently used to produce many other products, including fiberfill for ski jackets and sleeping bags, fiber for twine, carpet-backing and wearing apparel. The metal top of the can can be recycled into new metal application.

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