

Technical Advantages

- Product has long shelf life, being protected from air and light which can cause product degradation. This is particularly important for sensitive materials such as fragrances;
- Product is hermetically sealed so it cannot become contaminated with bacteria or dust, even during use;
- Contents do not evaporate; and
- Can dispense a variety of products including powders, gels, foams, pastes, liquids, creams and gasses.

Strong And Safe

Aerosol containers are seen as strong and safe. Cans won't break or shatter when dropped and their feel adds to a product's image of strength and effectiveness. This can often be accentuated by the force of the spray emitted. Alternatively a gentle spray and soft pack tonings can impart a softer image if desired.

Aerosols have an excellent safety record.

Enhanced Effectiveness

Packing a product into an aerosol can enhance effectiveness, make the product work better or go further, adding to consumer appeal.

Environmental Advantages

Today's aerosols are CFC FREE so they don't harm the ozone layer. - and now they're recyclable!

Today's aerosols are made of recyclable steel or aluminium with the majority - nearly 70% - being packaged in steel.

Over 92% of Australians have access to a steel can recycling program and thanks to the efforts of the Steel Can Recycling Council - of which the Aerosol Association is a supporter - this figure is rising.

Most aerosol alternatives - especially pump and trigger packs - are unable to boast such an extensive recycling infrastructure.



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THE AEROSOL ADVANTAGE



Nothing Delivers Quite Like An Aerosol

The aerosol package has numerous inherent advantages compared to non-aerosol alternatives.

Many of the advantages detailed below are derived directly from consumer research conducted by the Aerosol Association of Australia.

Convenient - Ready To Use

Aerosols need no mixing or measuring and are always ready to use at the push of a button. This convenience is rated highly by consumers.

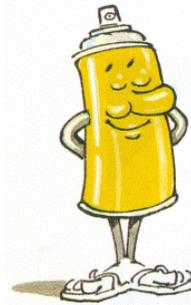
Aerosols can perform a wide variety of tasks without the need for any additional equipment or tools. Spray paints for example do away with the need for brushes, rollers and turps.

Suited To A Wide Variety Of Products

Aerosols are ideally suited to

- Producing fine space sprays such as air fresheners and insect sprays;

- Achieving even coatings such as paints, hair sprays, surface spray insecticides and cooking sprays;
- Producing foams such as carpet shampoo, hair mousse and whipped cream; and
- Reaching hard to get places such as with automotive sprays, lubricants and crack and crevice treatments.



Diverse Range of Applications

- Small or large quantities can be dispensed;
- Aerosols can dispense medicines or other products in metered doses down to 50gm;
- Extremely fine mists can be produced;
- Aerosols can jet products long distances - for example yard and garden sprays, wasp sprays etc; and
- One-shot (or 'total discharge') valves can empty the contents of a can in one hit making them ideal for fumigation and other similar applications.

Good Looking

Consumers appreciate the good looks of aerosol products. Both tinplate and aluminium cans are capable of being printed in many colours and can be highly decorative. Further individuality can be achieved through the selection of unique cap styles and colours.

Safe For Chemicals

The consumer does not need to mix or handle the product being sprayed, enabling products to be dispensed without the need for physical contact. Consumers see aerosols as ideal for products that are perceived as toxic, corrosive, alkaline, chemically active or highly coloured. Paints, hair colorants, oven cleaners and insecticides fall into these groupings.

Consumers find aerosols easy to handle and store. This contrasts with trigger packs which are often seen as cumbersome and tend to fall over in the cupboard.

Leak Proof

Aerosols will not spill or tip over and don't leak. In addition the contents will not evaporate during storage.