



## **New Chairman Appointed to the Can Makers**

January 29th, 2014 - The Can Makers, the industry trade body representing the UK manufacturers of beer and carbonated soft drinks cans, have announced the appointment of Graham Fenton as the new chairman. Graham will be bringing over 30 years of experience in the can industry, taking the helm from Geoff Courtney who has held the position since 2011.

Talking about his appointment, Graham Fenton said, "It is an honour to be chairman and I look forward to an exciting programme this year and beyond. Since my last term as chairman the drinks can has grown from strength to strength, gaining widespread recognition for sustainability credentials and an explosion in the variety of sizes, designs and product offerings. The can offers a premium packaging solution with wide appeal and I want to ensure that it is promoted as the must-have drinks pack for brands and consumers.

"I would like to take this opportunity to thank Geoff Courtney for his hard work and dedication over the past three years and look forward to what is set to be a fantastic time for the beverage can."

A long standing member of the Can Makers, this will be Graham's second term in the chairman's seat, having previously held the role from 1999 to 2001. Graham's career in the industry started in 1982 as a management trainee at Nacanco, which was taken over by Rexam Plc in 2000. Since then, Graham gained experience across all areas of can making, from technical aspects to marketing and sales. Graham now works out of Rexam's office in Luton where he is responsible for accounts across the UK and Ireland and key accounts across Europe.

### **Notes to editors**

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### **UK Can Makers**

Members of The Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar country organisations across Europe.