

Consumer Convenience

Step change in openability

Winner: Crown Food Europe for Easylift™

“For great functionality and technical innovation Easylift™ deserved a special award as well as the Gold Star in the Consumer Products and Technical Development categories” - Steve Kelsey, head judge and strategic innovations director, PI3 Design.



Everyone knows that grip deteriorates with age and with one in every four people having a disability or a close friend or relative who is disabled, for these and all consumers Crown Food Europe's technically innovative EasyLift™ can end provides a step-change in openability.

In a world where half of all Europe's adults will be over 50 by 2020 and where, in the UK, spending power of the over 55s is £13.7bn/year, Crown Food Europe has grasped the technical nettle to produce an innovative easy-open can end that will spur others to compete in this lucrative market.

The development gives a generous gap between the can lid and ring for easier access to the product while for the more physically impaired consumer this also allows special "hook" tools to be used more efficiently and easily.

Crown Food Europe's EasyLift™ won: Gold Star – Technical Development; and Gold Consumer Products