

Labelling

For Labelling I would Print bright Coloured labels onto pieces of Paper using cruelty free Vegan ink. Paper has a low impact on the environment and comes in an array of different colours which will catch the attention of the customers.

Conclusion.

In conclusion I would choose an aluminium can with a paper label. The reason for this is because Aluminium is the most durable, light weight and toughest choice. Aluminium may be the most expensive but it's the best material for the environment. I feel as if people will walk away if the material is plastic as plastic is harmful to the environment. People venturing away from the product will hurt the profit margins. Also, a sealed aluminium can will give the best decrease to the atmosphere.