

# Crown cork summary



5 Apr. Crown Cork History and Success: Crown is a leader in the field of metal packaging. It is equipped with the most advanced metal packaging technology. The company has established its business in 41 different countries spread all over the world. Total number of people employed in the Crown Cork is 20, 000. The net sales Crown Cork is able to make sum up to \$7. 9 billion. With such a massive sale, Crown Cork is able to provide regional expertise along with global breadth. The Crown Cork has conventionally showed World-Class Performance and has had a big share in the innovative creations in the industry through best use of its technology centers. The Crown Cork was established in 1892. The founder of the Crown Cork is William Painter. The company took the right turn towards success back in 1892, when the founder of the company came up with a new and much better way of packing beer and other soft drinks than the ways that were in practice in those years. The company first invented a cap for the bottle of SuperEnd beverage. The vision introduced by Painter brought an altogether change and revolution in the industry of bottling. Six years after its establishment, in 1898, Painter introduced the syruper-crowner into the industry, that was the first ever foot powered machine. The machine increased the efficiency of the bottle filling and capping system manifolds. Using it, an operator was able to fill and cap as many as 24 bottles in just one minute. Business flourished a lot as Painter sold more and more crowning equipment. The retailers appreciated the innovative bottle filling and capping device. Since then, many other products have been developed by this company. Although the company took a wonderful start with the popularity of its bottle packaging method, yet Crown Cork was genuinely fortunate to have excellent leaders one after another throughout its tenure

since 1892. The ingenuity of Painter along with the excellent leadership of many who led the company after Painter helped the Crown Cork achieve the status of a world-class company. In the recent years, the company has introduced a technology that shapes the cutting edge in a unique manner. In 2003, Crown made a refinancing plan worth \$3.2 billion. Crown Holdings, Inc. has thus gained the title of a public holding company. Today, there are 139 plants of Crown Cork that produce packaging products in 41 countries in different parts of the world. More than 100 years have passed since the establishment of Crown Cork, and the company has only grown and has become more diverse. The quality of products has been better every following year ever since. To top it all, the products are quite low in cost as compared to what other companies offer their goods at. According to John Conway, who is the President, the Chief Executive Officer and also the Chairman of the Board in Crown Holdings, Inc, “ Our commitment to helping launch successful new brands, invigorate existing brands, and drive business regionally and globally is our key to success” (Conway). Works Cited: Conway, John W. “ About Crown: Brand-Building Packaging.” 2011. Web. 5 Apr. 2011. .