



# NEWS RELEASE

**20 January 2016**

## **Orora's can-do approach delivers for CUB and Quentin Tarantino**

---

Renowned film director Quentin Tarantino is in Australia promoting his latest film.

Upon learning Mr Tarantino is an avid fan of Victoria Bitter™, the team at CUB wanted to surprise him with a personalised six-pack of the famous beer, and turned to Orora for help.

Orora swung into action, and was able to turn around the can design and production in just a couple of days, enabling CUB to present them to a delighted Mr Tarantino in Sydney last Friday.

“Orora strives to be a customer-led provider of innovative packaging solutions, and this partnership with CUB is a great example of our nimble approach,” said Adam Johnson, Business Manager for Orora Beverage.

Scott Tindall, Senior Brand Manager for Victoria Bitter, said “We wanted to do something special for Quentin Tarantino when we heard he was a fan of VB. Orora were able to quickly turn around the concept and produce cans in no time. To have a business partner that can work with us to bring concepts to life is fantastic.”

Orora Beverage's Decorating Centre of Excellence and randomised can printing processes have seen Orora included in the BRW Most Innovative Companies for the last two years. In addition to quick turn-around small-run projects and personalised printing, the team at Orora Beverage also offer customers many innovative packaging solutions including Australia's only beverage can embossing and exclusive access to XO™ Solutions resealable can ends.

- ENDS -

[Photos attached: Quentin Tarantino with his personalised Victoria Bitter cans designed and produced by Orora]

**Media inquiries:**

**Clayton Ford** - Group Manager, Corporate Affairs, Orora Limited

**M:** +61 437 251 244 | **P:** +61 3 9811 7189 | **E:** [clayton.ford@ororagroup.com](mailto:clayton.ford@ororagroup.com)

**About Orora Limited:** Orora Limited (ASX:ORA) is a leader in innovative packaging solutions, employing 5,600 people across 124 sites in seven countries. Orora supplies a broad range of fibre, metal and glass packaging solutions, as well as packaging-related services including distribution and recycling. The team at Orora prides itself on innovation, working closely with its customers to deliver design and engineering services that ultimately improve the way people consume products in everyday life. Orora is headquartered in Melbourne, Australia and is listed on the Australian Securities Exchange. [www.ororagroup.com](http://www.ororagroup.com).