

Opening the next barrel...

SCHÄFER Container Systems launches 30-litre Party-KEG

Neunkirchen, May 11th 2016. With the launch of the new 30-litre Party-KEG, SCHÄFER Container Systems is supporting two trends at once: on the one hand, the manufacturer of container systems for beverages and IBC and special containers is meeting the increased demand for the popular new KEG type. On the other, it is extending its portfolio with additional filling volumes and thus offering breweries more individual customization opportunities.

“Party-KEGs are growing increasingly popular. This goes hand in hand with the breweries being more prepared to offer the KEGs to landlords and their guests as a possibility for tapping draught beer at their tables,” says Guido Klinkhammer, Business Unit Sales Director at SCHÄFER Container Systems. In the view of the sector expert, this growing popularity can also be linked to the trend towards automation. This is because, up to now, bottlers faced the problem of KEGs with smaller volumes having to be cleaned via their bungholes. To industrialise this process, the KEG system was also implemented in this sector. The KEGs can now be cleaned through the fittings, improving hygiene and providing the breweries with one other benefit: mechanical filling and cleaning means they can meet the rising demand with their increased output quantities.

The 30-litre KEG doesn't only extend SCHÄFER Container Systems' own product family. The KEG size also opens up new possibilities for individual brand presentation. Klinkhammer: “Particularly abroad, we have seen significantly increased interest in this. However, German breweries, too, want their products distinguished visibly from those of their competitors. In addition to the size, a range of coloured design elements can also provide a striking improvement to the appearance. And with our labelling and printing processes, we can offer these businesses a variety of additional branding features.”

About SCHÄFER Container Systems (www.schaefer-container-systems.de):

SCHÄFER Container Systems, an innovative manufacturer of high-quality container systems for beverage (KEGs) and of IBCs and special stainless steel containers for liquids, solids and granulates, is part of the internationally successful SCHÄFER WERKE. This owner-led enterprise is headquartered in Neunkirchen in Germany Siegerland region and operates globally with diversified business areas: EMW Steel Service Centre, perforated sheets, expanded metal, standard and special containers in stainless steel and installations for data centres, workshops and factories. The work of all our divisions is based on high-quality fine steel sheet. The processing of this material is one of the core competencies of this enterprise.

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