

## Proven a million times over!

### SCHÄFER Container Systems has now produced over 25 million KEGs

Neunkirchen, 29 May 2018. SCHÄFER Container Systems, the manufacturer of beverage container systems (KEGs) and stainless steel IBCs and special containers, has produced its 25 millionth KEG, consolidating its position as the sector's leading innovators. The reason behind the high demand for these containers for beers, soft drinks, wines and non-carbonated beverages are the great diversity in the product range, brand-supporting advertising potential and individual KEG configuration, both in analogue form or digitally with an App.

Whatever you need, the large KEG family can provide the right solution: the PU (polyurethane) coated PLUS KEG, the classical stainless steel KEG, the lightweight ECO KEG with PP (polypropylene) top and bottom rings, the Party-KEG for tapping own draught beer, as well as the professional self-sufficient dispensing systems smartDRAFT and freshKEG. The volumes also vary, depending on the KEG, from 5 to 60 litres.

Also dependent on the type, coating and shape, the KEGs themselves can be flexibly designed to comply with individual customer wishes, thanks to countless branding possibilities. These include in-mould coating and in-mould labelling processes, coloured top and bottom rings, embossing or silk screening, laser printing or electrochemical signature. The KEG App - which enables users to customize SCHÄFER KEGs and order them in their own corporate design - provides a great insight into the optical and technical possibilities available, including the range of different fittings and other accessories.

"We are constantly working on new concepts. By doing so we aim not only to satisfy demand with our great product variety, but also, through a constant stream of fresh ideas, to illustrate just how diverse the entire sector is. So, we've launched our jubilee blog to provide creative space for users' stories and contributions from people who know the sector from the inside. Also, this year, we've not only manufactured our 25 millionth KEG, we'll be celebrating our 40th birthday as well," says Guido Klinkhammer, Business Unit Sales Director at SCHÄFER Container Systems

#### **About SCHÄFER Container Systems ([www.schaefer-container-systems.de](http://www.schaefer-container-systems.de)):**

SCHÄFER Container Systems, an innovative manufacturer of high-quality container systems (KEGs) for beverages 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's Siegerland region and operates globally with diversified business areas: EMW Steel Service Centre, perforated sheets, standard and special containers in stainless steel and installations for data centres, workshops and factories. The work of all 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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