



MOBILE CANNING IS YOUR TURNKEY SOLUTION

You want to get your product into cans. To do this you need to research canning lines to make sure you pick the right one, acquire the funds for a canning line, hire staff to run and maintain the canning line, and find a permanent home for your canning line. That's not even the tip of the iceberg when it comes to handling the logistics of your own packaging. Once you get a canning line installed and in place, who is going to operate it? In depth training will be needed on how to run and maintain it. Additionally, you then need to source cans, can ends, case trays, and have a place to store those materials. Are you exhausted yet? Because we're still just getting started. This white paper is going to go through all the steps needed to get your product into a can from start to finish, using a turnkey mobile canning solution. Forget the stress and headache of operating your own line, especially if this is the first time you are canning, and partner with a mobile canning operation that ensures that you have the best packaging days possible.

GETTING STARTED

Why should I can my product?

There are a lot of benefits to getting your product canned. Once your product is in this convenient, in-demand package you have options. To go sales, additional distributions in retail and on-premises, co-branding efforts, additions to membership club offerings, and growing your brand's awareness are all worthy reasons. Cans are also portable and provide for situational sales such as concerts, festivals, beaches, or parks. No glass, no problem. These are sales opportunities that could be yours and should not be given away to other options! [The beverage cans market size is estimated to account for a value of \\$23.7 billion in 2021 and is projected to grow at a CAGR 5.6% from 2021, to reach a value of \\$31.2 billion by 2026.](#) Do you really want to miss out on all those potential sales?

WHAT QUESTIONS SHOULD I BE ASKING MYSELF TO GET STARTED IN CANS?

Here are some common questions that we see, and the answers to get your started.

Q: What additional equipment do I need?

A: It depends on what you want to can. If you want to can a still product with nitro-dosing and no carbonation, you might not need any additional equipment! If you produce a still product but want to carbonate, then you may want to invest in some infrastructure and a carbonation testing device. Alternatively, we can work with another facility or copacker to carbonate and package your product.

Q: Is my recipe ready?



A: Formulation is an important consideration and usually requires a little research. Seeking professional help from a flavor house or process authority is also a great idea. Food safety and product stability are related to pH, ABV and the batching/packaging process. Refermentation risk is also related to process and is ingredient/formulation specific.

Q: Where do I get cans?

A: This also depends on your product. Can sizes range from 187ml all the way up to 19.2oz. Consulting your State and Federal [TTB regulations](#) is recommended so that you are compliant. Once you settle on your can size, you can find a supplier partner for blank cans to label or shrink sleeved cans which will have your artwork applied and ready for you to fill. There are pros and cons to each choice. Navigating MOQs and supplier partners can be challenging amidst the ongoing aluminum shortage. Choosing the right partner is critical.

Q: What about labels and label approval?

A: Always make sure that your labels are approved before canning! You must have artwork approved by the [TTB](#) before you finalize your materials order.

Q: Should I purchase my own canning equipment and insource my canning or outsource to an experienced mobile service provider?

A: Now we're asking the tough question. Everyone's situation is different and there are many things to consider while making this decision. Experience and expertise are difficult to put a value on but are crucial to quality. Canning lines don't run themselves. Capital is a limited asset that must be used wisely. Packaging is the gatekeeper to your brand and your brand will only be as good (or bad) as your packaging process. In this paper we're going to focus on mobile canning and the benefits of mobile as a turnkey solution.

**A note on copacking: If you decide to work with a copacker, Iron Heart Canning can help find you a copacker to fit your needs using their network of copackers.*

MOBILE CANNING AS A TURNKEY SOLUTION

Mobile canning is truly a turnkey solution – all you need to provide a mobile canner with is your product and approved artwork. From there a mobile canner will show up, unload their equipment, can your product, pack up their equipment, and then leave. Working with a mobile canner allows you to avoid capital expense and debt risk with pay-as-you-solutions that permits you to avoid locking up cash in equipment and materials. Mobile canning also makes it so that you can keep your overhead cost low. You'll be able to eschew hiring extra non-revenue generating staff, and you will avoid all maintenance, training, part inventory, and infrastructure overhead.



WHAT TO LOOK FOR IN A MOBILE CANNER

Not all mobile canning is created equal. When looking at mobile canning options you want to go with the company that will work best for you, will deliver consistent results, and understands their canning lines.

- Logistics – Can they source packaging materials for you and make sure they're delivered on time?
- Canning equipment – are their machines in excellent operating order and performing to industry standards?
- Seam Integrity – do they guarantee their seams so that there aren't any leaking cans, and if there are leakers, will they be replaced?
- Quality Filling – do the operators know the ideal fill levels and weights for your product?
- Operator Standards – are the operator views aligned with yours on the importance of packaging?
- SOPs – are there repeatable SOPs and best practices in place?
- Machine Cleanliness – are there sanitation and Clean in Place (CIP) procedures in place?

Packaging is the gatekeeper to your brand. You want to work with someone who takes as much pride in your final product as you do.

THE BENEFITS OF A QUALITY MOBILE CANNER

Logistics

The “[Candemic](#)” is real – with more than 67% of beer out in the market in cans, it's really no surprise that it is hard to source cans for all liquids in various sizes. Add supply chain issues like a lack of truck drivers, shipping delays, and label printing delays and you're looking at a logistical nightmare. An established mobile canning company with scale can be your complete canning infrastructure. Their supply chain and logistics team will work for you and maintain an uninterrupted source of cans, ends, case trays and other packaging materials you may need.

Equipment

A quality in-line filler will run you up towards \$200,000 dollars or more. A cost-effective canning line may be cheaper in the short term but cost you in the long term with increased parts and maintenance, poor seam integrity, and slower through puts which require more labor input for the same output. Why not work with a canning company that uses the industry standard in equipment and knows their machines inside and out? Working with a mobile canner means that you are working with machines and operators who can every single day. A quality mobile canner makes sure that their machines are always clean, in good operating order, and they have emergency parts and supplies to make sure you have the smoothest canning run possible. Remember – it's not “if” your machine goes down, but “when”. That is a frustrating position to be in, where you have product that must be packaged, but your filler refuses to



cooperate and you must rely on a manufacturer to fix it that cannot be immediately responsive. Downtime and equipment failures have a real cost, and it is not just to employee morale!

Seam Integrity

Seamers are the most complicated and most ignored part of a mobile canning machine. They are also the most important part. The seamer components have a lifespan, and if you are not constantly checking your seams, you might not find out that your seamer is out of spec until too late. It is vital to learn all the components of the seam and the causes of bad seams. (CMC-KUHNKE, Inc has an excellent resource for this at doubleseam.com). A mobile canner who guarantees their seams will be checking the seams of your cans before canning, during the canning run, and have a detailed seamer excellence program for seam spec verification and regularly scheduled seamer refurbishment. They know how to adjust the seamer to the proper specifications for the cans and ends being used, and they can “tear down” a can in order to visually inspect the seam. Bad seams will create leaking cans, recalled product, and damage to your brand.

Quality Filling

Operation of a canning line is a skill position. Training and experience are required for filling accuracy, DO (dissolved oxygen) minimization, and loss minimization. Filling accuracy should be dialed in and checked by weighing filled cans on an accurate digital scale. This process can be automated, but any quality process will detail the ideal fill weight for your product and will be checking throughout the run to make sure everything is consistent within a tight range of that ideal weight. A quality oriented, experienced mobile canner will also understand DO and have the skill to adjust filling parameters in order to minimize pick-up during the canning process. DO affects more than just hoppy beers. Extremely elevated DO levels can increase the corrosivity potential of the liquid and contribute to can compatibility issues; especially if you have a product with a low pH. Quality filling also means loss minimization. Every drop of product counts. The goal is to have the machine dialed in and producing consistent results so that you don't have to stop. More stops equal more loss, and if your product isn't in spec, or your machine isn't in spec, you may have more stops than you wish. Working with a mobile canner with a knowledgeable staff will be able to recommend the best temperature and carbonation conditions for your product and be able to adjust the machine on the fly to make sure that you have as few stops as possible on canning day.

Operational Efficiency & Packaging Philosophy

A quality mobile canner's end goal is to be your complete canning infrastructure. A quality mobile canning company will provide customer support, an insulated supply chain, a flexible schedule, and qualified operators. Outsourcing your canning operations to a mobile service that has a robust training program ensures you a highly skilled operator base. You want operators who know the ideal conditions to get your product in a can, how to troubleshoot if something isn't going to plan, work quickly and efficiently, and communicate with you throughout the process. With the correct mobile service



provider, the professional team will show up on time, do their job well, pack up, and go home. You don't have to worry about finding, training, and maintaining qualified staff for packaging. Finally, the philosophy for a packaging manager is always to protect the quality of the product. The goal is to ensure that not one bad can will go into the market and their standards will be above and beyond.

SOPs and Cleanliness

Working with a mobile canner means that you don't have to spend time coming up with SOPs and then making sure your staff sticks to it. A quality mobile canner understands that cleaning is the best preventative maintenance and that you can never clean enough. They also understand that sanitation practices are vital and so they would follow a CIP procedure that goes above and beyond industry standards. You're busy enough cleaning all your regular equipment for creating your product – leave the responsibility for cleaning the canning line to the professionals.

THREE SIMPLE STEPS FOR ENGAGING QUALITY MOBILE SERVICES

Step One

Once your search for “[the Quality Leader in Canning](#)” yields the best operator in your area, have a consult and allow them to guide you through the process. They should have an organized system for onboarding. A detailed site visit is critical to make sure that everything will fit in your space, proper utilities are installed, review best practices, and ensure the first canning run is as successful as possible. Operations should make you feel comfortable, communicate clearly what preparations are necessary, and have a collaborative attitude so that everyone is aligned for packaging day.

Step Two

Your artwork is finished, products decided and/or recipe formulated, and you're ready to schedule an onboarding call to get on the schedule for your first canning run. Your dedicated customer relations manager will then go over what you need for canning day and order all the supplies you need from can to labels. They will also make sure that they are delivered before your scheduled canning day.

Step Three

You did your part to prepare and can leave the rest to the professionals. The operators will show up at the designated start time, unload, set up and execute the canning run.

MOBILE CANNING IS A TURNKEY SOLUTION WITH A QUALITY CANNER

The operation is truly plug and play. There is no headache of logistics, staff, maintenance, downtime, or investment in underutilized equipment. You can focus on your passion, making the best liquid possible, sharing it with customers, and building a successful business. Visit www.ironheartcanning.com to learn more about how quality mobile canning services can work for you.