

40 years of SCHÄFER KEGs

SCHÄFER Container Systems celebrate their 40th birthday

Neunkirchen, 13 February 2018. Celebrations in the SCHÄFER Group: the PLUS KEG turns 40. Container Systems, a business division of SCHÄFER Werke, has been manufacturing this polyurethane (PU) coated reusable Keg since the unit was set up in 1978. The KEG's special features have meanwhile made it one of the most popular containers for beers, soft drinks, wines and non-sparkling beverages. To mark the jubilee, SCHÄFER Container Systems will this year also be organising competitions and launching a blog all about subject of KEGs.

Before presentation of the first PLUS KEGs at the INTERBRAU 1978 in Munich, beer barrels were usually made of aluminium. Without today's standard fitting systems, cleaning and filling these barrels wasn't easy. So, SCHÄFER Werke then took on the task of developing the idea of Bavarian inventor Friedrich Feller into a marketable product in its newly created division, SCHÄFER Container Systems, and produced the cylindrical KEG with a liner of stainless steel.

One reason behind its popularity and worldwide use today lies in its beneficial branding features. The KEG's PU coating can be produced in any colour at all and by using in-mould coating and in-mould labelling processes, a great variety of decor possibilities can be realised. Thanks to a shock-absorber effect provided by the PU, PLUS KEGs are more robust than steel KEGs, for example, and can be used in all sectors of the beverage industry. Fall tests from a height of over 1 metre at an angle of 45 ° prove that the PU-coating cushions the impact of the fall.

"This new generation of beverage container systems launched our success story. Other KEGs followed, including the stainless steel KEG, the ECO KEG, the Party-KEG, and even self-sufficient dispensing systems like freshKEG or smartDRAFT. 40 years later, our constant endeavour to provide new ideas, combined with our extensive KEG family, has gained us the reputation of being the beverage sector's leading innovators. On top of this, we offer beverage bottlers the opportunity to configure their own KEGs on a KEG App. To celebrate our 40th anniversary, we will soon be launching a blog, organising various competitions for customers and young breweries and putting an appropriate focus on our jubilee at this year's BrauBeviale", says SCHÄFER Container Systems' Business Unit Sales Director Guido Klinkhammer.

About SCHÄFER Container Systems (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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