

# Media Release

**The Hon Colin Brooks MP**

Minister for Industry and Advanced Manufacturing  
Minister for Creative Industries



Monday, 11 August 2025

## VICTORIA CRACKS OPEN NEW MANUFACTURING TECH AT ORORA

Innovation is in the can for Victoria's advanced manufacturing sector – with Orora launching a new type of production at its Dandenong facility using world-first digital printing technology for beverage cans.

Minister for Industry and Advanced Manufacturing Colin Brooks recently joined Orora executives to celebrate the first cans decorated on-site using the new high-speed digital print solution – Helio – which is set to serve Orora customers across Oceania.

Developed and implemented at Orora's Dandenong plant, Helio uses global leading direct-to-can digital print technology to deliver vibrant, high-quality decoration with shorter turnaround times and smaller order quantities – ideal for limited editions, promotions, or new product launches.

The cutting-edge print technology unlocks new creative potential for beverage brands, with applications already being developed across soft drinks, craft beer, RTDs, sparkling water and kombucha.

Headquartered in Melbourne, Orora employs more than 250 Victorians and is a major contributor to the state's manufacturing sector. Orora manufactures cans for some of the world's most recognised beverage brands including Coca-Cola, Great Northern Beer, V Energy and Remedy.

The Helio investment builds on Orora's recent \$80 million new multi-size aluminium can line expansion at its Dandenong site – with support from the Labor Government.

The new line boosts capacity to meet growing demand for can sizes from 200ml to 500ml. Orora has also increased capacity and warehousing for its production at its Ballarat can ends facility.

The environmentally sustainable aluminium can manufacturer produces its beverage cans in a high speed integrated manufacturing process, where aluminium coil made from recycled content is mechanically drawn and shaped. The recyclable cans are then decorated, palletised and shipped to customer plants for filling.

The Dandenong facility is now the most advanced of its kind in the region and reinforces Victoria's position as Australia's leading state for food and beverage manufacturing – an industry worth \$47 billion and supporting more than 76,000 jobs.

The Labor Government continues to back the manufacturing sector through the recently launched *Victorian Industry Policy* and the new \$150 million Victorian Investment Fund, helping businesses expand, innovate and create skilled jobs across the state.

### Quote attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

*"Victoria is leading the way in advanced manufacturing, and Orora's Helio technology is a great example of how local innovation is transforming global industries."*

*"This investment is not only delivering cutting-edge packaging solutions but also supporting skilled jobs and strengthening our state's manufacturing capability."*

### Quote attributable to Member for Dandenong Gabrielle Williams

**Media contact:** Lukas Jamieson 0477 373 170 | [lukas.jamieson@minstaff.vic.gov.au](mailto:lukas.jamieson@minstaff.vic.gov.au)

*"It's fantastic to see advanced manufacturing thriving in Dandenong, with Orora's new technology creating local jobs and driving innovation in the heart of our community."*

**Quote attributable to Orora Cans Executive General Manager Chris Smith**

*"As a leading can manufacturer, our role has always been to support our customers and their brands in meeting the needs and interests of their consumers."*

*"Helio allows us to take this even further as primary packaging plays an important part of the marketing mix, with compelling decoration influencing the product purchase decision."*

*"We're excited to be offering this new high-speed digital print solution out of our Dandenong cans manufacturing facility, to service customers across the Oceania region."*