

July 2013

Alufoil Trophy 2014: A chance to “shine” in aluminium foil!

The launch of the Alufoil Trophy 2014, organised by the European Aluminium Foil Association (EAFA), offers companies the chance to enter and place the spotlight on their latest innovations and technologies using alufoil and alu closures, in the most prestigious competition of its kind. In addition, the 2014 winners will be featured at interpack, the world's largest packaging exhibition, in Düsseldorf next May.

Recognition with the award of an Alufoil Trophy is one of the highest honours available to innovators in the field of aluminium foil and closures. Five categories for entries provide ample scope for all kinds of creativity and technological developments – across the entire range of industrial applications and covering the most crucial challenges for alufoil and aluminium closure manufacturers.

The categories are:

- **Marketing + Design**
Entrants should deliver real improvements to graphic and structural packaging design, ergonomics and ideas that lead to greater shelf appeal at point-of-sale, as well as industrial design solutions.
- **Consumer Convenience**
Answering calls for improved technical performance that provide real benefits to the consumer.
- **Resource Efficiency**
Sustainable environmental performance is among the foremost challenges faced by industry. Developments should provide real benefits and demonstrate environmental and commercial advantages whether in consumer or industrial applications.
- **Product preservation**
Consumers are increasingly demanding fewer preservatives in food and this is where packaging can really come into its own by delivering products safely and hygienically.
- **Technical Innovation**
The development of innovative ideas should provide benefits for the brand owner, retailer, consumer and industrial user through the performance of a material, a manufacturing method or conversion process.

Commenting on the launch of this year's competition EAFA's Director Communication, Guido Aufdemkamp, said, “The Alufoil Trophy 2014, which coincides with interpack, is a special opportunity for companies to bring worldwide attention to their latest ideas and products. We look forward to an exciting and hotly contested competition.”

Entries will be accepted from now until the deadline of 29 November 2013. More details and applications forms are available on www.alufoil.org

Further information:

Guido Aufdemkamp, Director Communication

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.

