

August 2014

Alufoil Trophy 2015 open for entries:

Rolling out excellence in aluminium foil applications and design

EAFA, the European Aluminium Foil Association, announced that entries for the Alufoil Trophy 2015 competition are now open until 21 November 2014. The Alufoil Trophy recognises and rewards the use of aluminium foil and aluminium closures in all its many forms and uses. From rolls in the kitchen, through sophisticated laminates or as insulation, for use in packaging, construction and automotive products, as well as in many other industrial and decorative applications it is used daily and, in many ways, can be regarded as indispensable.



The competition 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 applications.

- **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.

Many different practitioners in aluminium foil and aluminium closures may enter, including packaging designers, brand owners, foil rollers, foil converters, foil container manufacturers, closure manufacturers, household foil manufacturers, retailers, and industrial solution providers; including combined entries from any of these parties. Interested consumers and consumer groups or associations may also enter.

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Commenting on the opening of the Alufoil Trophy 2015 entry 'window' Guido Aufdemkamp, EAFA's Director Communication said, "The judges are always pleasantly surprised by the many examples of ingenious marketing and design products entered. The Alufoil Trophy also helps to underline the contribution this material makes to product preservation and resource efficiency, as well as recognising technical achievements and developments. We look forward to an exciting competition."

Entries will be accepted from now until the deadline of 21 November 2014. 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.