

**December 2016**

## **WorldStar success for Alufoil Trophy winners**

In recognition of their packaging excellence six products, which won the prestigious Alufoil Trophy, have been awarded a WorldStar by the World Packaging Organisation (WPO). The winning alufoil products were made by Ampac Flexibles; Ardagh and Amcor Flexibles; Constantia Flexibles; Guala Closures and Huhtamaki Flexible Packaging.

Five WorldStars were received by Alufoil Trophy winners in the food category. Ampac were given the award for its Marinade Pouch, an innovative, 3-side-sealed pouch with a special zipper solution, which contains 200ml of sauce, to marinate fresh meat within 30 minutes.

Ardagh claimed the accolade for a unique pack created for Emmi, a ready-to-eat cheese "All In One Fondü". The pack comprises a microwaveable metal bowl with an Easy Peel® alufoil lid that uses Amcor's AluFix® Retort Pro membrane, a stand and tea light.

Constantia Flexibles achieved two WorldStars: one for its aluminium foil tray and lid system, Ofen-Fleischkäs' – ready for baking @ home, which contains pre-cooked meat preparations and another for Sustainer, a retortable alufoil container system for improved sustainability and regulatory compliance.

Huhtamaki Flexible Packaging's award honoured its Refilly pack, a 3-dimensional round pouch consisting of four elements, all produced of aluminium-based laminates, created for Italian coffee specialists illycafé.

Guala Closures took an award in the beverage category for its Sunrise aluminium closure which combines a highly visible tamper evident, tear off band within the aluminium shell, together with plastic non-refillable fitments for security, plus an easy pour mechanism.

Commenting on these successes for the alufoil sector Cédric Rauhaus, Manager Communications of the European Aluminium Foil Association, EAFA – which organises the Alufoil Trophy – said, "Our industry always strives to be proactive and innovative with its packaging solutions. These important WorldStars are proof that our members make both clever and highly practical packs and demonstrate the overall performance and environmental contribution aluminium foil can make to packaging."

The next Alufoil Trophy winners will be announced in Spring 2017 and will be a major feature of the EAFA stand at the interpack exhibition in Düsseldorf next May.

**Further information:** Cédric Rauhaus, Manager Communications

*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.*

