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Launch of first global foil project

## **A Global Moment with Alufoil**

Sustainable Development is a global challenge that transcends geographical boundaries and national borders. The way environmental considerations are addressed and tackled to promote resource efficiency around the globe also have a local impact and will shape the future of the way we all live.



A Global Moment with Alufoil, states: “Thinking globally and acting locally is imperative for all of us in view of the challenges we are facing from climate change, depletion of scarce resources and loss of biodiversity.”

It illustrates alufoil’s contribution to more sustainable consumption and resource efficiency through a series of vignettes on aluminium foil usage in a series of different countries around world taking place at one moment in time. For example while a doctor in Rio de Janeiro treats a young child in the middle of the night with analgesics from a blister pack, at Mumbai Airport a project manager takes a mid-morning delivery of an essential part for a new wind farm protected from moisture ingress and heat by alufoil.

The report demonstrates alufoil’s versatility through the multiplicity of applications for which it is suitable and the methods the industry is using to provide solutions for a world in which all societies are aiming to create a capable responsible and sustainable future.

**CAPABLE** – The various properties of aluminium foil such as its absolute barrier and its light weight facilitate a unique range of applications delivering perfect functionality for increasingly changing and challenging demands.

**RESPONSIBLE** – Corporate responsibility and adherence to good manufacturing practice, while continuously reducing the environmental footprint of manufacturing processes and products are vital to the aluminium foil sector.

**SUSTAINABLE** – Solutions increasing resource efficiency will repay the investment twice over as they already save resources today and pave the way for generations to come. The aluminium foil industry has a long history of enabling the creation of materials that are lighter in weight and energy efficient along the supply chain.

*“A Global Moment with Alufoil” has also an online version on [www.global-alufoil.org](http://www.global-alufoil.org) and was produced by EAF A with kind support of the International Aluminium Institute and foil rollers and their organisations from Brazil, China, Europe (incl. Russia and Turkey), Japan, South Africa, South Korea and USA.*

**The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe. EAF A’s foil roller members account for about 98 per cent of the total European foil market and represent nearly all countries in Europe, including Russia and Turkey.**

### **Further information:**

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