



**Rewarding** Innovation

**Alufoil Trophy 2012**

**Marketing** & Design ... **Consumer** Convenience ... **Resource** Efficiency ... **Product** Preservation ... **Technical** Innovation

# Alufoil Trophy

The Alufoil Trophy is organised by the European Aluminium Foil Association (EAFA) to reward genuine innovations and solutions covering everything from household foil to packaging and industrial applications.

Celebrating the creativity and flexibility of aluminium foil the Alufoil Trophy encourages the industry to show off innovative new material structures and applications that promote its barrier and preservation properties, and which offer true consumer convenience, technical development, and sustainable solutions.

## About EAFA

The European Aluminium Foil Association (EAFA) is made up of more than 100 members from Western, Central and Eastern Europe. The membership comprises foil rollers (in all thicknesses up to 0.2mm - the ISO standard maximum), manufacturers of aluminium foil containers, household foil and all kind of flexible packaging. Founded in 1974 it has its roots in associations dating back to the 1920s.

**EAFA** European  
Aluminium Foil  
Association e.V.



## Promoting innovation and creativity ...

Innovation is the lifeblood of industry and it is those companies that stay ahead of the game that will be rewarded. And there are few industries that are more challenging than the packaging and industrial solutions markets.

The creative and technical challenges presented by the packaging supply chain and industrial markets are enormous. And, of course, alufoil plays a central role in consumers' everyday lives whether on the supermarket shelf or in more hidden industrial markets.

## Alufoil Trophy 2012

To recognise and promote the essential role aluminium foil plays in packaging and industrial areas, and the successful solutions it provides, the five categories in the Alufoil Trophy competition cover the most crucial areas of alufoil manufacture and use:

- **Marketing & Design**
- **Consumer Convenience**
- **Resource Efficiency**
- **Product Preservation**
- **Technical Innovation**

# About The Categories

## 1. Marketing & Design

Packaging plays an essential role in providing benefits to consumers, brand owners and retailers. This award will be given to companies which, in the opinion of the judges, deliver real improvements to graphic and structural packaging design, ergonomics and ideas which lead to greater shelf appeal at point-of-sale and marketing performance.

Entries may include or combine surface graphics and print, pack type, shape and functionality, plus the use of materials and components. Industrial Design is also an important market for alufoil products and entries from these areas are welcomed.

## 2. Consumer Convenience

Consumer demand for ease of use is a fundamental for packaging companies, brand owners and retailers. This category will award fitness for purpose, functionality and developments that provides improvements to technical performance leading to advances in consumer benefits.

The judges will be looking for – fitness for purpose, safety; ease of use; open and reclose; clear labelling; shelf-life; product protection; safety and storage in the home. Other areas include preparation time in the home, serving sizes including single-serve and on the go packs, plus family packs and resealable eat-now/eat-later options.

## 3. Resource Efficiency (along the supply chain)

This category is designed to reward environmental effectiveness. Entries may include packaging solutions and systems that contribute to minimizing the use of resources all along the complete life cycle of the product. Each link in the supply chain should be considered and attention paid to all stages including material and packaging manufacture, transportation and distribution, performance in-store, consumer use and final disposal.

Entrants should consider optimisation of material usage and new developments that demonstrate a positive contribution to the environmental footprint of the product throughout its production and consumption or usage. Holistic design solutions should lead to minimization of food waste (or other product wastage) or energy use along the supply chain, or to reducing packaging material and where relevant recyclability or recovery. Industrial solutions which save resources over their lifetime will also be welcome.

## 4. Product Preservation

The primary role of packaging is to protect and preserve. This category will reward developments that provide packaging improvements across food, drink, pharmaceuticals, cosmetics and toiletries that ensure that the key benefits values of the product (nutrition, taste, health ...) are perfectly preserved until they are used or consumed.

Examples of entries include: advanced protection systems and processes allowing excellent preservation of product quality and enhanced benefit to the consumers; longer shelf life; open and reclose features; tamper evidence; anti-counterfeiting measures; and much more.

## 5. Technical Innovation

This award will be presented for technical developments in alufoil usage, either alone or in combination with other materials across a full range of structures and components. 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.

Entrants should demonstrate that research and development provides significant improvements to the technical performance of alufoil. Examples of entries include: new alufoil-based materials structures and combinations, and developments combining machinery and material advances.

**Alufoil Trophy 2012 is open to packaging manufacturers, converters, material suppliers, retailers, brand owners, designers and consumer groups, and manufacturers of industrial products.**



# About Entering

## 1. Why participate?

Entering the Alufoil Trophy creates the opportunity to win acclaim in the application of aluminium foil, leading to extensive publicity about your entry.

### There is no entry fee.

- Each product entered may be selected for the widespread promotion available within the EAFA communication programme. Products selected for an Alufoil Trophy are promoted internationally through individual press releases on each Trophy winner.
- Successful entrants will receive an Alufoil Trophy and framed certificate.
- Alufoil Trophy winners also qualify for entry to the WorldStar Packaging Competition, in which several Alufoil Trophy winners have been successful.

## 2. The details - terms and conditions

### Anyone may enter:

- Packaging designers, brand owners, foil rollers, foil converters, foil container manufacturers, household foil manufacturers, retailers, interested consumers groups and industrial foil users that are able to satisfy the entry conditions below.
- Combined entries from any of these parties will be accepted.

**A 'product' is defined** as any product, on current sale to the end-consumer (domestic consumer or industrial user) or concepts that are in development.

**Any product containing aluminium foil** may be entered - for example, food and drink, pharmaceuticals, personal care, toiletries and cosmetics products; industrial products; sports and recreational products; pet foods; do-it-yourself and horticultural products, etc. Examples including flexible alufoil packs and flexible laminates, pouches, labels, new material structures; tubes; sachets; lidding, containers and closures.

**Entries must be** designed, produced, filled or sold in Europe OR be a new development designed to meet these criteria. Entries must **NOT HAVE BEEN PREVIOUSLY ENTERED.** (Aluminium foil is a thin sheet defined as up to 0.2mm)

**The participant must ensure** that the brand owner has agreed to the entry. If permission is needed from anyone else involved in the product this must be obtained prior to entry.

### No liability for unauthorised entries can be accepted by the association.

EAFA will have free use of all of the entered products and any supporting samples, documents and photographs for the purpose of promoting entries including both the winners and those that are unsuccessful.

**PLEASE NOTE:** Judges reserve the right to move products from one category to another when it is deemed appropriate.

## 3. The timetable

**The closing date is 31 October 2011.**

All forms, product samples and photographs must be in the possession of the organisers by close of business on the closing date.

## 4. How to enter

Download the entry form from [here](#) and submit by email to Audrey Koop at the email address below.

**Please ensure that you include all the information requested.**

### ADDITIONAL REQUIREMENTS

- Please ensure that you provide 8 samples. If this is impossible (e.g. fresh, frozen or chilled foods, prescription pharmaceuticals, heavy items etc.) please provide fully assembled 'dummy' products or, if in doubt, contact Audrey Koop for guidance.
- Minimum one high resolution product shot (300dpi, min 15 x 10 cm). Saved to disk and posted preferred. Alternatively send three high quality prints (min 15 x 10 cm).
- Make sure that all necessary consultations and permissions have been obtained.
- If you are entering products into more than one category please ensure this is itemised on the entry form.
- Add any further written text, diagrams and illustrations you may wish to support your entry. Make a copy for your own files (and a back-up) of all entry documents.
- **PLEASE NOTE: EAFA is unable to return samples, except in exceptional circumstances, as these will be used by the judges to assess entries.**
- Send a signed copy of your entry form, pack samples and photography by mail or courier to arrive on, or at any time before, **18 November 2011**, to:

**DEADLINE  
EXTENDED**

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# AlufoilTrophy2012



**The AlufoilTrophy  
is organised by**

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