

**1999: foil demand increased continuously - 'could match the record 1997 level'**

Production figures covering the first nine months of 1999, reinforce the earlier prediction that the total twelve-month production of aluminium foil will at least reach the level achieved in 1998.

Approximately 464,000 tonnes of aluminium foil were sold by the end of the third quarter. Whilst the cumulative usage of 389,400t is 2.9% below the level of 1998 due to the very slow first quarter, exports outside the countries represented by the members of EAFA have increased by 7.2% to 74,000t. As a result, total sales for the nine-month period represent a modest decrease of 1.4%. *"Although 1999 started very slowly, the continuously increasing demand already documented in*



*the statistics for the first nine months, coupled with a consistently strong order intake in the fourth quarter, mean that we should end the year having achieved at least the 1998 production level, if not even the record level of 1997",* says EAFA Secretary Stefan Glimm.

**EAFA website now fully open**  
**Lots of information yours to discover**



The new EAFA website – [www.alufoil.org](http://www.alufoil.org) – is waiting for your visit. It has been designed as a practical information centre which will be useful to all, whether your interest is commercial, environmental or academic.

In order to cover all possible levels of interest, the site includes:

- **Details of EAFA member companies** and the products they can provide plus a Business Enquiry Service
- **Facts on Foil:** information about alufoil and its applications
- **Infoil News**, extracts from this newsletter
- **Statistics:** the latest reports on production and usage
- **E-mail:** to send messages or questions to EAFA
- **Links** to related sites
- **A comprehensive search facility** covering the whole site

*More next page...*

**inside...**

- **Innovation**
- **New Members**
- **Award for Foil Pouch**
- **EAFA Conference**



**- the international body representing foil rollers, converters and container manufacturers**

**www.alufoil.org**

**Two new soup ranges in alufoil laminate pouches**

Launched in the UK during the autumn months, two exciting new ranges of soups are leading the way in modern packaging of long-life products. H J Heinz, one of the World's major producers of canned foods, has introduced a group of Premium Soups which is designed to capitalise on the trend towards modern, light and healthy eating, targeted primarily at younger consumers.

According to the H J Heinz press release, the new range offers 'Fresh Flavours', stating: 'For the taste of the future today, Heinz is launching a range of foil-sealed pouch soups which will bring fresh taste values to the preserved soup sector.



Heinz category manager Katherine Rose says: *"Pouches will expand consumer choice with exciting new flavours and formats . . . the launch of Heinz Foil Sealed Pouches will bring fresh values to preserved soups."*

The pack design capitalises on the positive consumer image of aluminium foil with a logo stating 'FOIL SEALED FOR A FRESH TASTE' and a background pattern repeating the same theme.

A £10 million TV campaign as well as trial offers, consumer sampling and in-store promotions have been running to promote the Heinz foil-sealed pouches and other new soup products.

**Growing interest in alufoil laminate pouches:**

**- six times lighter**

*Continued inside ...*

## EAFA website:

# So, what would you like to know?

It's easy to select from the menu to find out more or to communicate with EAFA members



### The easy way to find out who does what

The member information database gives visitors a powerful tool to find exactly the information they need about the members of EAFA, what they supply and how to contact them. (See panel right of page)



This is a section for those who do not receive this newsletter. The main news items which have appeared in Infoil are reproduced here. Also, those professionals who wish to receive Infoil by mail in the language of their choice can register by completing an application form which is e-mailed immediately to the Secretariat.



This facility enables the site visitor to send enquiries or suggestions straight to the EAFA Secretariat.



A mine of information about the material – how it is made, its properties and how and why it is used.

### Applications

Under the heading of 'Applications' the three principal uses are described – Packaging, Kitchen Uses and Industrial. Several examples of packaging applications are described, and the reasons for the use of foil, foil laminates and containers are explained in detail.

### Properties

This section gives physical details for the technically-minded, and a section headed 'Recycling, Source Reduction and Energy recovery' explains the current 'state-of-the-art' concerning the ways in which aluminium foil and the industry behind it are making a positive contribution to environmental care.

### Manufacture

briefly explains the origins of the metal, how it is extracted, cast and then rolled repeatedly to become aluminium foil just a fraction of the thickness of paper.



Compiled from data submitted by EAFA members, the statistical data shows how demand for aluminium foil has been increasing over several years. The details are updated as soon as fresh information becomes available.



The EAFA site is greatly enhanced through links to other sites such as those of the European Aluminium Association, the IPAI and the American Aluminum Association. These are broad-based sites which give more information on aluminium and other prime markets for the metal. Such links are constantly under review and others, including direct links to EAFA members, are being added as they become available.

## The Business Enquiry Service – simplifying the buyer's task

Thanks to the web technology, EAFA now offers a unique service to the buyer who wishes to place a business enquiry. Once the details of the product requirements are entered into the special form provided on screen, and the 'send' button is pressed, the enquiry is automatically distributed by overnight e-mail to every EAFA member company that offers the product sought. Companies are then able to respond quickly.



The search facility gives the visitor the power to find the context of any topic covered. After a subject word has been keyed in, the 'search engine' finds all the references to that subject, and rates them in order of validity – in much the same way as any of the major Internet search engines do. This is an excellent means of saving time in locating a topic.

## 'The start of a valuable working and information tool'

### – EAFA President

Philippe Royer, EAFA President is confident that the new website will be a great asset: "It will be of value, not just to EAFA members who will benefit from wider publicity for their products, but also to the general public including schools, colleges and those with environmental concerns who wish to increase their knowledge of packaging materials.

"This is, of course, just a start. We plan to update and develop the information and its presentation on a regular basis in order to make it one of the most interesting information tools available in the packaging materials industries.

*"I thoroughly recommend a visit; there's a lot to discover at alufoil.org."*



– the international body representing foil rollers, converters and container manufacturers

[www.alufoil.org](http://www.alufoil.org)

# INNOVATION

## Eliminating gravure cylinder charges

A new combi-gravure printing, die-cutting and separating process is being offered by Hueck Folien GmbH of Germany for the production of lids for plastic pots – for cream, yoghurt etc.

Until now, the cost of gravure printing cylinders has been a drawback to those product manufacturers who wish to introduce new lines or to amend lidding designs. Now Hueck Folien are offering to completely eliminate this sometimes

risky investment thanks to their 'HF combi-gravure' printing technique.

The new production process makes it possible to engrave an 'HF combi' set of cylinders with up to 20 different designs, enabling many different designs to be printed at one time. The company also claims that machine make-ready times can be reduced by more than 60%.

The Bakoma Bio yoghurt lids shown here were produced using the new techniques.

## Extra-strong lids

Without adding to the amount of aluminium used, a new 'sandwich' laminate of Alufoil /PET/alufoil gives greatly increased protection for the larger packs of products such as yoghurt, quark, desserts and soup. The manufacturers, Hueck Folien, say that both the burst and sealing strength are greatly superior to unsupported aluminium foil lids.



## 'Tempra Quicklets': Pain relief for children

Complete product protection coupled with opening security is provided by this 'peel-push' tablet pack produced by Lawson Mardon Neher AG of Switzerland. The container part of the pack is a completely opaque 'Formpack' deformable foil/PVC/oPA laminate. The closure is a partially peelable strong paper/foil laminate. The paper layer must be peeled back to enable the foil layer to be penetrated by the tablet. By combining an alufoil blister laminate with an alufoil 'child-proof' security closure laminate, the pack provides a secure defence against product deterioration and accidental misuse.

## Secure sterile one-day contact lens pack



'Steril-UP', a purpose-designed aluminium foil closure material supplied by Alsacienne d'Aluminium (part of VAW Flexible Packaging), ensures reliable performance for the Premier one-day soft contact lens pack marketed by Award plc.

The 70µm aluminium foil extrusion-coated with 20 g/m<sup>2</sup> PP is supplied printed with sterilisable inks and with pre-cut separations ready for the manufacture of units of three rows of five lenses. Extrusion coating avoids the need for solvents, and the sealing layer enables secure sealing and sterilisation while allowing peelability for access to the individual lenses on a day-to-day basis.

*Soups in pouches – from front page*

## Alufoil laminate pouches: - six times lighter

HL Foods of Spalding, England, have also introduced a range of four new soups in aluminium foil laminated pouches for long-life storage in ambient conditions, launching them with a 'Try me free' voucher to encourage consumers.

These latest applications of aluminium foil pouches follow their successful introduction for pet foods in several countries. There are several advantages compared with steel cans. For the equivalent amount of contents, the foil pouch is one sixth of the weight – a positive example of source reduction. Other benefits on the production line are the savings in handling and space demands of a thin, reeled material in place of open-topped cans.

For the customer, the pouch offers opening simplicity and safety (just tear off the top) as well as ease of disposal of the empty pack.



– the international body representing foil rollers, converters and container manufacturers

[www.alufoil.org](http://www.alufoil.org)

## MORE INNOVATION



### Optical surface effect enhances security and visual appeal of tubes

An innovation from Lawson Mardon Singen of Germany is a special optical effect laminate for collapsible tubes. In a strong laminated structure involving a co-extruded outer film of 110µm, an alufoil layer of 30µm, and an inner layer of PE film, a special embossed effect added to the foil creates a 'moving' pattern and so gives extra anti-counterfeiting security and individuality to the tube pack.



### Haribo Vademecum 'Bon' push-through sweet pack

A completely fresh approach to the packaging of sweets has been developed by Teich AG of Austria. Using the same principle as the reliable and protective pharmaceutical press-through pack, but with the addition of a fold-over cover, the Vademecum Bon offers a convenient, compact and attractive presentation. The pack economises on the amount of materials used, is easy to carry and creates brand individuality for the new products.

### 'Oscar de l'Emballage' for a sterilisable foil pouch for tuna

The economies achieved by the pack format compared with the previously used tinplate cans, were the main reasons why a flexible foil laminate pouch has won an 'Oscar de l'Emballage' in 1999. Submitted by Soplaryl, the pouch is vacuum-packed and the product is sterilised in the pack with a 50% time saving compared to the previous method. The pouch pack for 1kg is five times lighter than its steel predecessor. For the 3kg size, the weight saving is six times. Other attributes of the pack are: a two-year shelf life, no voids to fill, higher productivity, simplified storage before and after filling, no risk of corrosion and better product quality.

The product is a bulk pack sold to restaurants, hospitals, sandwich-makers etc. The low space demands of the empty used packs, as well as ease of opening, are greatly appreciated by customers.

### Four new EAFA members

At the Autumn EAFA Conference, four companies were elected for membership:

**Nicholl Food Packaging Ltd.** founded by Mr. Wilson Nicholl ten years ago, has joined as a member of the Container Group. The company specialises in the production of wrinkle-walled aluminium foil containers, marketing their products almost exclusively in the UK to major food processors and institutional catering providers.

**Laminazione Sottile SpA** was founded 75 years ago and today is one of Italy's major aluminium rolling companies. Its products are supplied world-wide for all types of application principally in the packaging sector for rigid, semi-rigid and flexible products and also heat exchangers. Contital, part of the Laminazione Sottile Group, has been a member of the EAFA Container Group for some years. On the same site as Contital is another Laminazione Sottile Group company, Italcoat s.r.l. which one specialises in coating alufoil and thin strip.

**NAPIAG Packmittel-Industrie GmbH** is an important Austrian converting company which processes some 60,000 tonnes of packaging materials per year. The company has 430 employees and over half of its production is exported to 60 countries. Founded in 1922, the company claims several 'firsts' in the converting industry. (1989). Napiag takes particular pride in meeting the ever-changing demands of

its customers in the food, pharmaceutical, chemical and tobacco industries.

**Alubest Envasas y Emballajes SA** is another new member of the Container Group. Started in January 1999, it is part of the ALIBERICO Group which has 34 companies with interests in the aluminium and the airport business. Alubest concentrates on smoothwall containers which are specially for airlines and desserts. The 3,500 m<sup>2</sup> factory is situated 30 kilometres from Madrid. All the company's presses and tooling are made by companies within the same group.

### EAFA Annual Conference – in confident mood

At the General Assembly held in October at the close of the 1999 EAFA conference in Barcelona, there was a mood of confidence in the aluminium foil rolling, converting and container industries. In his closing summary Philippe Royer, EAFA President, said 'The business in Europe is generally in a state of stable consolidation with sales holding up well. The year 2000 starts for EAFA with four new members, which reflects a growing interest in working together to grow the markets for aluminium foil.'



Philippe Royer (centre), in conversation with Conference guest speakers – Jan Oldenburger (left), Vice President of the Pan European Brand Design Association, and Olivier Labasse, General Secretary of ECR France and of the National Packaging Council, France.

Both guest speakers made presentations on current topics of importance in today's consumer marketing environment: Jan Oldenburger on pack design and branding, Olivier Labasse on Efficient Consumer Response and cost reduction through improved supply management.



– the international body representing foil rollers, converters and container manufacturers

[www.alufoil.org](http://www.alufoil.org)