



Strong growth in alufoil demand continues

'2000 another record year'

The first nine months' sales statistics for 2000 announced by EAFA continue to show a very healthy situation in the European aluminium foil industry. Compared with the same period in 1999 the total is up by 5.1% to 512,000 tonnes. EAFA members report that they are operating at full capacity due to the continued growth in domestic market demand. This has led to a slight decline in exports - down by 4.8% at 73,600 tonnes. Taking this into account, the nine-month picture of sales within the European 'home' territory of EAFA foil roller members, at 438,000 t, represents 7% growth.

"So far, the figures are breaking last year's record. With full order books there is little doubt that the twelve month statistics will take us to another peak", reports Secretary General, Stefan Glimm.

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- the international body representing foil rollers, converters and container manufacturers
www.alufoil.org
eafa@alinfo.de

EAFA takes the lead in setting 'e-commerce' standards

The latest annual General Assembly of EAFA represented a landmark. It was the first to be held in the new environment of 'e-commerce'.

Although the business world is not yet fully 'on line', EAFA is already serving its members and their customers and helping them prepare for the new era of electronic trading - providing information and setting rules for fair trading practices.

Information

Presentations to the General Assembly by invited speakers, each an expert in this field, revealed how important this new business tool has already become - and will increasingly be for all business and industry in the future.

The opportunities available were explained by Martin Jäger, from Droege & Comp. AG the business consultancy, Christian R. Schulte, CEO and co-founder of Econia.com, an on-line auction service and Reinhild Gefrerer of mySAP.com, a major international e-trading consultancy.

EAFA recommendations for fair e-commerce trading rules

With the interests of both the customers and of the aluminium foil industry in mind, EAFA has already taken the positive step of setting guidelines for good trading practices in reverse auctions. These rules are designed to encourage fair trading and to avoid misuse.

In a leaflet entitled 'Good Trading Practices in Electronic Bidding



Processes: Reverse Auctions', guidelines are set out under:

- Transparency
- Acceptance Criteria
- Specification
- Security and Confidentiality
- Supervision

A copy of the leaflet is being distributed with this Infoil.

Further copies can be downloaded as a PDF from the reference library of the EAFA website - www.alufoil.org/reference/.

EAFA invites collaboration from other bodies

Having taken this first step in its initiative to ensure fair e-commerce trading practices, EAFA is now inviting other associations and individuals to collaborate and support its aims.

"We are flexible and ready to learn from others how this new business tool can best be used to the benefit of all parties," says Stefan Glimm, Secretary General. *"We would be delighted to discuss the next steps with all who share our interest in ensuring high standards in e-commerce, and invite them to come forward with their own ideas".*

What is this marmot busy doing?

- see inside



INNOVATION

The sales appeal of new William Saurin alufoil packs adds product value

Long-established major French food brand, William Saurin, has introduced a range of four ready meals packed in alufoil laminate pouches within outer cartons.



The selling appeal of alufoil protection is given prominence on the pack itself which carries the text: 'The aluminium-based sachet has been specially developed for the cooking under vacuum of the most sensitive ingredients (in the pack shown, salmon and sauce) and to respect the most appropriate cooking times.'

This successful new William Saurin concept represents a 'second wave' in the development of the ready meal sector after the advent of chilled and frozen meals in trays. It gives the consumer a new and high quality option in the choice of convenience foods.



The ready meals – a range which will be expanding during 2001 – join the existing range of foil-packed potato

products. The packs for these reveal the alufoil pouch inside the carton and tell



the consumer: 'Sachet aluminium – saveur préservée, longue conservation' (Aluminium sachet, flavour protected, long life).

William Saurin is one of the latest quality-conscious food companies to take advantage of the material and processing savings, as well as the enhancement of quality and image, made possible by the alufoil pouch.

Two prizes for a new Ekco foil container pack

This new pack containing uncooked meat or poultry portions has won two awards for EAFA member Ekco Packaging Ltd. of Chesham UK – a Starpack Silver Award and a Starpack Award for Technical Innovation. The smooth flanged container can be hermetically sealed so allowing the extension of shelf life using modified atmosphere. It is the first uncoated plain foil container to offer this facility for small roasting joints. For the consumer it offers the ultimate in cooking choice and convenience – grilling, roasting or barbecuing without the need to remove the uncooked product from the container.



EAFA Foil Packs of the Year Awards

– the deadline approaches

Brand owners, pack designers, converters: - don't miss the May 1 closing date for entries

If your company has a new or recently introduced product packed in aluminium foil be sure to enter it for a Trophy in the EAFA Foil Packs of the Year Awards. Whether your pack uses alufoil in the form of an unsupported foil wrap, a laminate (pouch, carton, tube, sachet) or a foil container, it will be eligible. Any type of product which benefits from the protective qualities of aluminium foil may be entered.

There is no fee, and the entry form can be found on the EAFA website.

From the home page, click on the Trophies story, read the conditions, and click at the foot of the page to download the entry form. Print this for yourself, complete it and mail it with the pack samples and supporting documents to the organisers.



Free publicity for your innovative packs

Naturally, those packs chosen as winners will get maximum publicity starting with a press release to 350 specialist publications and journalists throughout Europe. Particular attention will be given to the winning packs on the EAFA website, and in this publication which is distributed in five languages to a varied and directly interested readership of specifiers, designers, retailers and other specialist packaging organisations. In addition, all the interesting entries may also be singled out for attention in Infoil with further exposure on the EAFA website.

Criteria for a winning pack

The panel of experts will carefully judge the packs by their innovative content, product protection, end-user benefits, their quality of graphic design, print and finish, and by environmental responsibility.

Now is the time to start

Why not go to the EAFA website right now and start the process so allowing time to collect the information, to get permissions, and to compose the supporting notes?

Remember: 1st May – a free opportunity for publicity not to be missed!

CIGARETTE PACKAGING

Aluminium foil – the sign of quality

In the words of a song well-known in Germany the 'Berlin air', or the atmosphere of the city, is a much loved export.



No less successful and just as admired are the 33 billion cigarettes produced annually at H.F. & Ph.F. Reemtsma GmbH's Berlin works. A large proportion of these do not leave Berlin without the special protection of an outer polypropylene cover and an inner wrapper with an additional aluminium foil layer. For the consumer, the use of alufoil is evidence of the required aroma protection and high quality of the cigarette.

Reemtsma makes 1400 different products in Germany and 280 of these come from Berlin. They cover more than 40 brands. Up to fifty different tobaccos are blended for a given brand of cigarette. These come from the best tobacco-growing areas world-wide. Such high grade tobaccos demand careful packaging. The aluminium foil laminate inner wrapper plays a special role in the mix of packaging materials used and is evidence of the care taken to deliver top quality to the customer.

Cigarette bundling : 'Aluminium foil laminates perform best'

For many years, it has been scientifically proven that an alufoil/paper laminate is the best inner lining (or 'bundling') protection for cigarettes. The results of research by the independent Fraunhofer Institute into tobacco packaging materials were published in 1993*.

It showed that the total barrier property of alufoil retains the characteristic aroma and moisture content of tobacco far more effectively than a printed or metallized paper. To these findings can be added the fact that the permanent embossing of alufoil creates a superior 'protective cushion' effect, and can be used for high quality embossed surface designs. Also, the valuable metal content of alufoil laminates can be separated and recycled.

**Comparative study of tobacco packaging materials by the independent Fraunhofer Institute, Freising, Germany (A. Lindner-Steinert: Comparing inner liner aroma and water vapour barrier properties [Tobacco Journal No.3 1993, pp. 46-48] - www.ivv.fbg.de)*

RECYCLING

New high-efficiency techniques optimise aluminium recovery

Eureka Project Award for Pack-EE Aluminium Group

A four-year Pack-EE project has been focusing on the environmental problems raised by domestic packaging at every stage in its life cycle. Nineteen companies from seven countries have collaborated to study issues covering aluminium, paper, plastic, glass, collection and sorting.

The aluminium group, under the leadership of Pechiney, and including VAW and Hoogovens (now part of Corus) has been working on the recovery and valorisation of aluminium in used consumer packaging. The successful progress of this research and development initiative has resulted in the receipt of the Lillehammer 2000 Eureka Project Prize by the aluminium group.

Three areas of study were involved in the prize:

- **Optimisation of eddy current separation and the development of a new automatic sorting process**

Existing eddy current techniques, designed originally for the separation of heavy industrial waste, have been further developed by Pechiney. The result is a very sensitive 'Trialu' machine* which can identify packs with aluminium and extract them according to the foil thickness. All formats of aluminium pack can be selectively sorted and extracted from the waste stream – cans, aerosol containers, lids and caps, liquid carton laminates, blister packs and foil containers.

- **Heat separation of used packaging**

VAW and Pechiney have collaborated to perfect a technique based on a pyrolysis process for the separation of the aluminium fraction from the other elements of used packaging.

- **Metal purification**

Corus is continuing to work with Pechiney to improve the value of metal recovered from recycling processes by removing the impurities from molten aluminium.

'State of the art'

The successful companies were presented with the 'Lillehammer 2000 Eureka Project Prize' at the Hannover Expo by Mrs. Bulmahn, the German minister of research and education. This was in recognition of the outstanding environmental achievements in packaging recycling. Aluminium's recyclability has been proven, even for laminated materials such as coffee pouches, and the new techniques now represent the state of the art in Europe.

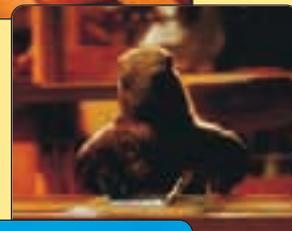
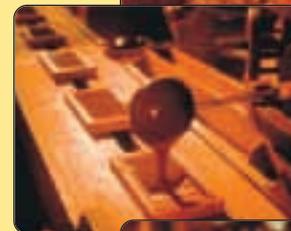
The success in extending the techniques of recycling and recovery of aluminium is further evidence of the environmental dedication of the aluminium industry.

*More details of the Trialu® system will be presented in a later Infoil. 

The busy marmot – from front page

Milka TV commercial confirms the quality appeal of foil wrapping

An amusing recent French TV advertisement for Milka starring a marmot promotes the high quality of the famous milk chocolate.



The film takes the viewer into the dream world of Milka, a world of green mountain pastures and contented cows – and a charming marmot busy wrapping the milk chocolate in – 'well, it really goes without saying – aluminium foil of course'.

Three new members

Announced at the Autumn Congress were three new EAFA members:

- **Aluberg SpA, Bagnatica-Bergamo, Italy**

Established in 1985, Aluberg specialises in converting aluminium foil and plastics films for the pharmaceutical, food and industrial markets. The company employs 60 people in its modern plant.

- **Aluminium Foil Converting Company SA (SYMETAL), Mandra Attikis, Greece**

A subsidiary of ELVAL SA, SYMETAL has a factory of some 5,500 m², employs 60 people and has laminating, slitting, embossing and perforating facilities producing around 130 million m² of packaging materials per year mainly for cigarettes, chocolate and foil container lids.

- **Ludwig F. Noltemeyer GmbH of Braunschweig, Germany**

This company is a converter with solventless and wax lamination facilities as well as rotogravure printing up to 9 colours and flexo up to 8. The principal sectors served are dairy, confectionery food and tobacco.

Web site news:

Things have been happening at the website. There has been a re-design during the second half of 2000, and information is faster to access. A reference library has been established where you can find several works of lasting importance. The price comparison study which shows how the price of aluminium is relatively stable compared with many 'competing' materials is now updated every six months.



The Packs of the Year Awards have made an appearance for the first time, and there's now an Excess Stock Mover Service, an advertising section where visitors will find EAFA members offering their excess packaging materials for sale.

For friends of the foil industry who wish to be associated with this informative site, there is now the opportunity to advertise on the EAFA home page with an exclusive 'Contact of the Month' advertisement which links to their own site.

Keep an eye on 'alufoil.org' - it's a changing picture.

Neatly packaged!

This unusual advertisement is not for a ready meal, but for Ericsson's WAP technology communications.



An imaginative use of the present-day icon of pre-packaged convenience – the standard alufoil container.

Aluminium packaging brochure available from the EAA

The 36-page brochure dedicated to the many forms of aluminium packaging, including aluminium foil, has been revised and re-printed by the European Aluminium Association and published under the 'Aluminium for Future Generations' banner.

Showing examples of the many ways in which aluminium packaging contributes to a quality lifestyle, this is a definitive publication of importance to all who have an interest in packaging matters.

Visit the EAA website at www.aluminium.org and order this, and various other EAA literature, direct. Or contact: Jolanda Bruynel at the European Aluminium Association (Tel: +32 2 775 63 52 Fax: +32 2 775 63 43 e-mail: bruynel@eaa.be)

New EAFA President and Member Group Chairmen

At the October General Assembly, members elected **Dr. Livio Frigerio**, of Ditta Antonio Carcano SpA (right) to serve as EAFA President and Chairman of the Rollers Group.

The new Vice Chairman of the Roller Group is **Mr. Bill Morris** of Alcan Packaging (below left).

New Chairmen were also elected by the Converter and the Foil Container Groups – respectively **Mr.**



Marinus Ditzel of Vaassen Flexible Packaging BV (below centre) and **Mr. Stefan Slembrouck** of Alcan

Packaging (below right). They are also appointed Vice Presidents of EAFA.

Accepting his appointment, Dr. Frigerio congratulated Philippe Royer on his three years of excellent work in guiding the association into the era of the Internet and of e-commerce, and on the great progress achieved in raising awareness of aluminium foil and of its value as a unique packaging material.



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