

ALUFOIL SPECIFIERS confirm its performance and value

Alufoil has established itself as an essential component in today's high quality, innovative packaging. Its applications in the demanding packaging systems of long life foods, ready meals and pharmaceutical packs are growing rapidly. This is shown by the statistics over recent years – an average alufoil growth in Europe of over 4%. Even in the current unfavourable economic situation, alufoil has remained in healthy demand.

What others say:



Ian Hughes, Customer Services Director, Tetra Pak Ltd:

"Aluminium foil is playing an essential role in the success of the Tetra Pak's Aseptic carton systems. It provides the total barrier without which the condition of many food products would quickly deteriorate". (Page 7)

Uli Mayer, Chief Design Executive, MetaDesign AG:

"Aluminium conveys an image of high-tech, innovation and lightness, but also durability and reliability". (Page 6 – Aluminium in Corporate Design)



Andrew Humphries, Brand Manager, of Elizabeth Shaw Ltd.

"As well as providing excellent protection to the chocolate, colourful aluminium foil adds luxury and value to the brand and pleasure for the consumer".



Ann Stirling Roberts, Director of Packaging, PIRA, UK:

"PIRA's recent studies have indicated that the flexible packaging market for aluminium foil has been more than matching the growth in other materials. Lifestyle trends and innovative packaging will help to underpin its healthy future".

Werner Griesinger, head buyer – production materials, Merckle GmbH:

"As one of the biggest producers of generic pharmaceutical products in Europe we use push-through blister packaging extensively. Aluminium foil combines the advantage of total barrier, functionality and excellent printability. Packaging of tablets without aluminium foil is not imaginable".



Dr. Erhardt Schwartz, Deutsche Si-Si Werke GmbH & Co Betriebs KG

"Attractive, light, unmistakable and yet strong, the (alufoil laminate) Capri-Sonne drink pouch is the lightweight amongst packaging materials". (Page 2)



Dr. Chris Davenport, Senior Packaging Development Manager, Boots Healthcare, UK.

"An aluminium foil laminate has solved the problem of finding a high barrier laminate for Strepsils marketed in tropical climates".

Nick Collier of CRU:

"Consumers (i.e specifiers) . . . should be aware that foil has a less volatile price behaviour compared with other packaging products". (Ref. Infoil 12, Autumn 2001)



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EAFA at interpack Visit us on Stand D/11, Hall 11

Our new outfit

Infoil comes to you for the first time wearing a new suit! We have been to our couturier and the whole of the association's wardrobe has been remodelled. Have a look at the website too: (www.alufoil.org). We hope you like our new corporate identity!

Another good year for aluminium foil shipments in 2001

Alufoil shipments reached a new record level of 742,000 t in 2001 – up 1% on the previous year level of 734,000t. This good result was achieved despite a slow down in demand during the second half of the year; a reflection of the general economic conditions. A particular feature of the year was the strong performance of exports that grew by 13% to 113,000 t.

Continued on next page

A little Springtime freshness with the compliments of EAFA

As well as demonstrating how well alufoil keeps products fresh, the small gift attached will also bring a little freshness to your day – whether you are toiling round a huge packaging exhibition, or just sweating over how to beat the competition with your next packaging innovation.

The perfumed towelette has been provided by contract packers **SICOFOR** of **Marboué, France**, in an alufoil laminate printed and supplied by EAFA member company **Avenir Print Service** of **Montreuil Bellay, France**.



European Aluminium Foil Association

If the sachet is missing, another can be obtained by requesting it using the mail-back form attached to the back of this newsletter or by e-mail from eafa@aluinfo.de

Alufoil in the marketplace

A consensus of market studies confirms:

Aluminium foil growth set to continue

– according to well-known authorities

Another good year . . . continued from page 1

The figures which are based on the recently revised EAFA statistical format, cover all EU countries plus the Czech Republic, Hungary, Switzerland and Turkey. They show that since 1995 foil shipments have increased by an average of 4% per year. A healthy performance which underlines the quality and versatility of alufoil based products.



Stefan Glimm, EAFA's Secretary General comments: "One only has to look at the innovative use of alufoil in products featured in this edition of Infoil, to realise that we really have an exceptional product who's wide range of properties enable manufacturers to meet the packaging demands of today . . . and tomorrow."

Recent studies analysed by EAFA have indicated that the market for alufoil has been growing at a rate within a band of between 2.0% and 4.4% in the period 1995 to 2000. A recent PIRA study puts its estimate between these at 3.5%. EAFA's records for the period 1995 - 2000 show that the actual growth of European deliveries of alufoil during that period has been at the top end – at 4.4%.

Demand for aluminium foil is as healthy as ever. Also, continual downgauging (using thinner aluminium without loss of protection) is a hidden influence which means that 'real demand' in terms of the number of individual packs which in-

corporate alufoil must be growing faster than the simple tonnage figures show. Growth estimates based on tonnage figures are therefore constantly understating the growth of alufoil's presence on the supermarket shelves.

There is general agreement that aluminium foil will at least continue to grow in line with the packaging market and the demand for materials. Further opportunities are already evident in the packing and preservation of long life food and drink – sterilisable pouches, flexible laminate replacements for rigid packaging, extended shelf life ready meals using smoothwalled foil containers and modified atmosphere techniques. Demand is also strong in pharmaceuticals and health supplements.

European quality helping to develop new markets

In the USA, the average annual growth for alufoil in flexible packaging for the 1999-2005 is estimated at 2.6%. The recently-published study by Omega Research Associates of Pittsburg predicts: ". . . the strongest growth in foil usage is expected to occur in the newly industrialised nations where a burgeoning middle class is developing an appetite for Western consumer goods in good quality packaging."

This trend is already being experienced in the 'emerging markets' by European exporters who report that the superior quality of European alufoil is finding a ready market despite competition from local supply and the distances involved.

Capri Sun 'Alufoil packaging makes economic sense – and looks good too': say Capri Sun

Without added comment, we reproduce here extracts of the text and pictures from the website of Si-Si Werke (www.caprisonne.com), makers of the Capri-Sun (Capri-Sonne) brand of fruit-based drinks enjoyed in many parts of the World.

"This little guy can survive under extreme conditions

Attractive, light, unmistakable and yet strong. The Capri-Sonne pouch is the lightweight amongst packaging materials. It weighs only 4.5g and even if you add the weight of the straw, it's still lighter than the average sheet of Xerox paper weighing 4.98g!

Despite the lightweight design, it's pretty strong. It can withstand being dropped and even the toughest of freezer tests will not make the pouch burst. And that means that you can enjoy Capri-Sonne under an ice-cream treat.

Packaging is more than what goes around the content

Food packaging is an absolute necessity. It protects the food from light, air and harmful organisms. Transport and storage are made a lot easier and losses avoided.

A comparison: Capri-Sonne packs v. glass returnables

Transport of drinks in glass returnables (0.2 litre in 12 carton)



Transport of Capri-Sonne in pouches (0.2 litre in 10 carton)



Packaging is important. That is why we are always looking for the best solution. And that means analysing resource cycles and minimising the use of valuable resources. In a few words: let's treat our environment with respect, it's the only one we have.

Lightweight World Champion in the load area

The packaging only takes up 6.1% of the load area of a truck. The rest is nothing but pure Capri-Sonne. You would need 111 aluminium layers of a pouch to get one single layer with a thickness of 1 mm. Now that's a pretty thin layer to keep 200 ml of Capri-Sonne fresh, to protect it from the light and, in so doing, keeping the vitamin content stable, but it's totally adequate. And that also makes the drink pouch record holder in the duel: Weight of Packaging v. Content Volume.

Whereas more than half of the load weight is taken up by the packaging material for the transport of 0.2 litre returnable bottles, the Capri-Sonne truck merely requires 6.1%. And the return trip is not just a load of empty bottles. Instead the Capri-Sonne truck is ready to hit the road with a new full load.

Good to the environment in two ways – there and back."



Greater precision in metal detection in dairy products

The new, more cost efficient generation of x-ray detectors offered e.g. by LOMA, SAFELINE, CINTEX and THERMO GORING-KERR are bringing higher levels of quality and reliability in the elimination of contamination in lidded dairy products such as yoghourts. Using improved integrated software, even the smallest undesired particles as well as filling level differences can now be detected at full machine speed – independent of the lid material.

A leading manufacturer of x-ray metal detectors and weight checking systems, THERMO GORING-KERR, has developed a new x-ray detector, which can identify contaminants of iron, stainless steel, glass or grit as small as 1 mm in size in packs with alufoil lids. This inspection can be made through the metal lid after sealing. A single contaminated cup can be found and separated in a full tray containing 12 cups on a conveyor belt travelling at 16 m/min.

MULLER DAIRY (UK), a 100% subsidiary of ALOIS MÜLLER (Germany), has decided in co-operation with VAW aluminium AG to install two of the new x-ray detectors from THERMO GORING-KERR. They are being integrated into their new packaging lines at Market Drayton-UK.

Using this enhanced x-ray technology, the dairy industry will continue to enjoy the excellent barrier and sealing properties of aluminium foil lids but with even greater confidence – so combining higher quality of the product with the most advanced level of contamination control.

A medical dream becomes reality

H&N Packaging Inc. in Chalfont, USA has been honoured with the Herbert Turnauer Innovation Award during the latest Constantia Packaging AG general meeting. This award was presented because of a new medical development, which promises the fulfilment of a medical dream – a plaster instead of an injection.

The new product was developed together with pharmaceutical company, Becton Dickinson, the world's largest manufacturer of throw-away syringes. The process involves an adhesive plaster specially coated with, for instance, insulin or other medical chemicals. An alufoil strip on the inside of the plaster has small printed circuits which, with the

help of a pulse generator, administer the exact quantity of medicine needed. This delivery system is completely groundbreaking: the administration of many medicines by syringes can now be avoided.

New packs from Japan

Retortable stand-up pouch pack absorbs internal oxygen

Mitsubishi Gas Chemical Corp. has introduced a retortable pouch capable of reducing the oxygen content of the pack. 'Ageless Ormac' is the brand. It means 'Foil with an oxygen absorption layer providing longer shelf life'. It is suitable for heat sterilised liquids or semi liquid products and hot-filling aseptic systems.



Retort pouch for safe administration of medical liquids

The internal administration of nutritional liquids in hospital can now be safer thanks to a new retortable pouch system developed by Toyo Seikan and Toyo Aluminium. Traditionally serving bottles have been re-filled from the original packaging with a risk of contamination. Now the medical fluids can be sterilised in the serving pouch, stored for long periods without risk of deterioration, and even viewed for control of the contents by peeling off the outer alufoil layer to create a 'window' in the pouch.

New variety in the pet food bowl

In Japan, the Friskies brand recently launched a new line of cat food. Three different varieties of fish are on offer under the name "Mon Petit". Pet owners will appreciate the attractive, easy-opening package.

The new product range is filled using a packaging system called Petcup, which was developed by Lawson Mardon

Picopac (part of Alcan Packaging) in the Netherlands.

In order to provide the same firmness as traditional pet food bowls, Lawson Mardon Picopac manufactures the container from 130 µm-thick alufoil. The Petcup lidding is made of 70 µm coextrusion coated 'Flexalpeel' which provides excellent peelability. The pack keeps the product fresh for 24 months without refrigeration.

Surface design is printed before forming

Mon Petit's colourful packaging design – which is printed on all sides – grabs the consumer's attention. The design is printed on the aluminium foil before it is formed. This means that the distortions of the deep-drawing process have to be anticipated in the surface design before printing. This high precision process has been the result of continual research, development and trials. The container's 'stackability' also helps to create an impressive display. (picture on centre pages)

Innovation goes 'pear shaped'

This new packaging solution is for a fully retortable pâté product, using a heat seal closure. It is the first time that a fluted smoothwall foil container has been successfully produced in this format. It is inspired by the well known larger 'pear shaped' tinplate can, normally used for cooked ham products all over the world.

With today's international market for meat pâtés dominated by everyday round shaped packs, the new format introduced by Plus Pack AS stands out thanks to its novelty and difference. The lid provides a large area for design, either with a label or with full colour direct print. The shape also provides very good pack strength.

Thanks to a careful selection of coatings, the lid offers a very easy peel-opening of the container despite the tight seal needed to resist the stresses of heat sterilisation.



Evidence that aluminium foil is valued all around the World and used for many different packaging applications can be seen from this small collection

Australia:

Nestlé Smarties bar.
Eclipse chewing gum in push-through trays.



Foil lined and sealed Jarrah Café Latte canister.



Foil lined cartons of Campbell's and Maggi liquid stocks.
'Collectors' range of cream portion pack



lids showing some of Australia's native butterflies.



Belgium:

Alsa Tendres Madeleines baking kit with alufoil tray.



Denmark:

Liver paté in printed alufoil containers.



Egypt:

Alnakhletein and El Hana cooking oil with peelable alufoil lid membrane.



Finland:

Paulig Coffees in alufoil laminate pouches with sampling valve.



in alufoil-lined cartons.

Bonne Maman miniature biscuits in alufoil laminate tubs



France:

Campbell's Liebig Asterix ready soups

sealed with alufoil lids.

'St. Moret P'tite Pause' cheese



mousse with biscuits in double pot with alufoil lid.



'Pêche et Froid' 3 kg long life catering packs of tuna in foil pouches.

ALUFOIL PACKS – a global presence

Germany:

HiPP 'Soo groß' prepared infant foods in alufoil lidded dishes.



Italy:

Caffarel Chocolate Hearts in holographic effect alufoil.



Japan:

Retort pouch for medical supplies.*



Retortable pouch with oxygen absorption characteristics.*



Morinaga Curry Bread in alufoil sachet.

Mon Petit petfoods in 'Petcup' printed alufoil containers.*



Portugal:

Panrico Let's Dofi mini cream-filled



croissants in an alufoil pouch of six.



UK:

Marks & Spencer 'Pot Roasts' in alufoil containers and lids.

USA:

Ghirardelli chocolate products, powdered chocolate drink with foil peel-off lid.



Kellogg's Pop Tarts, Alufoil sachet with eight wafers.



Goddess nutrition bar for women



(*see Innovation page 3)

Aluminium in Corporate Design



Uli Mayer,
Chief Design
Executive of
Meta Design AG,
Berlin, comments
on the image of
aluminium

Aluminium – the icon of modern design

“Throughout the 20th century and to the present day, aluminium has acquired a special status amongst colours. It has become the icon of modern design and has maintained this status unchallenged in the third millennium. Specially when combined with white, aluminium conveys an image of high-tech, innovation and lightness, but also durability and reliability.

“The Audi marque, with which my company has been associated since 1994, reflects this fact in a compelling manner. Aluminium epitomises the brand value of the car manufacturer, starting with the aluminium body and going right through to the brochures in its dealers’ showrooms: ‘Vorsprung durch Technik’ (leadership through technology)!”

Positive associations

When other companies, such as VW, Ericsson or NatWest Bank, use aluminium foil products in their own campaigns, they are enhancing their own brand value by taking advantage of the positive associations which people have with aluminium products.”

“Marketing depends on the subjective or emotional reactions of its audiences to get a message through effectively,” says Uli Mayer. “A common idea running through all these examples is the knowledge that the widely-held positive image of aluminium foil will reflect positively on what the advertiser is selling and will enhance the message whatever the product.”



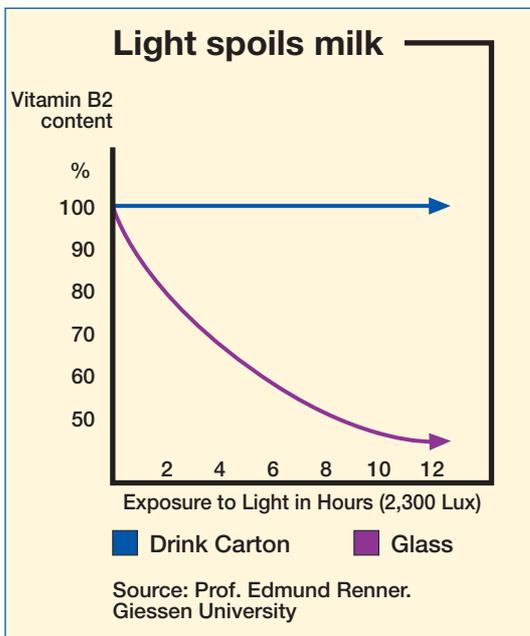
Alufoil – the selling point

For some brand owners, the presence of alufoil in the packaging merits a special mention in the advertising as well as on the pack. Advertisements for RoC Hydra + Active Vitamins, for example, bring headline attention to the special alufoil liner used in the dispenser to protect product quality.

Beverage Cartons

Alufoil essential to protect vitamins

If, at lunchtime, you buy a bottle of milk which has stood in a lit display cabinet since the early morning, you will be taking home 40% less vitamins. This fact illustrates just how sensitive some food products are to the damaging effect of UV light. Most affected is riboflavin (vitamin B2), important for the nervous system and for children's development. Milk is the main source of this vitamin in most diets.



Many studies carried out in several countries have come to similar conclusions to one by the University of Giessen. Its results show that light not only reduces the vitamin content of milk, it also acts as a catalyst for the oxidation of unsaturated fatty acids. This spoils the fresh taste of milk. Clear glass transmits 92% of light: a foil-lined carton transmits 0%.

As part of a well argued environmental case for the liquid carton, a brochure recently published by the Liquid Food Carton Packaging Association in Germany (Fachverband Kartonverpackungen für flüssige Nahrungsmittel e.V.) points out the importance of the protection of foods against light.

The brochure also sets out the arguments for cartons on the basis of economy of materials and energy. Just 4% of the weight of a long life carton is aluminium foil. This essential barrier is just 6.5 μm (0.0065 mm) thick yet it completely stops light and oxygen from spoiling liquid foods. As Tetra Pak Director Ian Hughes puts it: *“Aluminium foil is playing an essential role in the success of the Tetra Pak’s Aseptic carton systems. It provides the total barrier without which the condition of many food products would quickly deteriorate.”*

In recycling, great strides have been made in the recovery and use of the energy content of flexible cartons. Aluminium oxide residues are widely used as a valuable raw material in the cement making industry, and in recent months the Varkaus Ecogas Energy Plant in Finland is demonstrating how the valuable aluminium metal can be extracted from used cartons and returned for many other uses. (See Infoil 12)

Tetra Pak very active

With net sales of € 8,5 billion in 2001 and with 20,200 employees, Tetra-Pak continues to be a major global influence in the field of liquid food packaging.

From Canada comes the news of the first 1-litre Tetra Prisma pack following the success of this format in 250 ml size in winning an environmental award in that country. The carton is used to pack fruit juices under the Allen's brand and features a foil pull tab and the innovative 'Recap 3P' recloseable spout. The same format has also recently won a Catering Forum



'Outstanding New Product' award for The Juice Company in the UK for its aseptically filled pure fruit 'Smoothies' drinks.

Another example of innovation has come in the shape of the alufoil-packed 'Life Top' straw which is used to precisely deliver



the beneficial lactic acid bacterium, *Lactobacillus Reuteri*. Developed by Swedish company Biogaia AB and jointly marketed by Tetra Pak, the straw overcomes any problems associated with heat or light damage, blending accuracy and quantity control. The straw containing a droplet with exactly the correct amount of the lactobacillus is attached to the outside of the drink. The alufoil packaging ensures the complete protection of the delicate bacterium.

The launch of Tetra Recart, the retortable food carton (Infoil 12), brings flexible laminates into full competition with other retortable formats such as metal cans and glass, but with the big advantage of materials economy, recyclability and weight saving.

A new CD which explains how environmentally friendly Tetra Pak products are is available by e-mail from:

Nicole.gelbert@tetrapak.com



Foil Packs of the Year

WorldStar Awards for EAFA Trophy winners

Having qualified for entry by their success in the 2001 'Foil Packs of the Year', two of the winners (details Infoil 12) have gone on to achieve success in the 2001 WorldStar Awards organised by the World Packaging Organisation.

The Rauch Gourmet Menu ready meals in smoothwall alufoil containers by Alcan Packaging and Teich AG's 'Pure Aluminium' blister pack for Droncit veterinary medicines both won 'WorldStars'.

Prepare to enter your alufoil packs for the 2002 EAFA 'Foil Packs of the Year'

October 31 is the closing date and judging will take place in November, for winners to be announced in January 2003.

As in previous years, EAFA will give the maximum publicity to the winning packs. Press releases are distributed to nearly 500 specialist publications, and the editorial coverage reaches thousands of readers in several countries around the world. The EAFA website also gives all the space the Awards need. Last year's winners are still enjoying the publicity, and even the details of the 1999 winners can still be found in the alufoil.org reference library.

See the website for the latest winners

Don't forget, winning an EAFA award also qualifies the pack for WorldStar entry.



So, if your company makes or uses aluminium foil packaging, or even if you know of a good innovative alufoil pack example, make sure that it is entered. There is no entry fee. **Watch for more details on the EAFA website.**

New members

With effect from January 2002, EAFA welcomed six additional member companies:

- Alucoat Conversion SA, Linares (Jaen), Spain
- Bachmann Alutec Aluminium GmbH, Ronnenberg-Weetzen, Germany
- Chadwicks of Bury Ltd., Bury, UK
- Continental Foil (Alcan Packaging, Foil Rolling and Technical Products) Ohle, Germany
- Europack SpA., Pontinia, Italy
- Nordenia International AG, Greven, Germany

For details of these and all other EAFA members go to the member listing pages of www.alufoil.org.

New Chairman for the Container Manufacturer Group



Manfred Witzstrock of Alcan Packaging has been elected to chair the Container Group of EAFA.

Publications

Excellent new booklet: 'Aluminium makes life a little lighter'

From Sweden comes a new 16-page colour booklet which tells of the abundance, energy saving, and recyclability of aluminium. Copies (in Swedish or English) can be obtained from MetallKretsen AB, Stockholm, by e-mail: info@metallkretsen.se

The Social Aspects of Aluminium

An informative publication prepared by the Gesamtverband der Aluminiumindustrie e.V (GDA) is now available from the EAFA Secretariat. It discusses the global social responsibility of the aluminium industry and the social benefits derived from the uses of aluminium and its sustainability.

Website news

Well over 50,000 visits to www.alufoil.org in the past 12 months

Visitor counts have consistently recorded over 4,000 visitors per month for over one year, and the downloads of information and documents from the site continue to show a high level of interest in the technical and statistical information provided. For the first two months of this year the average is close to 5,000 visits.

An update of the **Price Volatility Study** has been added and continues to compare the price fluctuations of aluminium and other packaging raw materials over a 12 year period.

The **Excess Stock Mover Service** is now building up and EAFA members are reporting sales of valuable excess materials. There are now over 70 lots on offer by EAFA members. Anyone can browse through these materials and deal direct with the members concerned.

A fresh pdf version of the **E-commerce Good Trading Practices guide**, introduced by EAFA and now adopted and actively promoted by four important European packaging materials associations has been included. These bodies represent some 850 businesses with a total turnover of around 15 billion Euros.

A 'movie' version of the **CD-ROM business card** which was distributed with Infoil 8 is one of the 'Hot Topics' on the www.alucontainers.org gateway to the EAFA site. The program has been shortened, but it still carries a 'punchy' message. It can also be accessed in the Packaging Applications section of the main alufoil.org website.

Visit the **News Desk** at www.alufoil.org at any time to be sure of getting the latest news releases from the association, and browse the **Reference Library** for any fresh additions. Journalists and others can now print out a new short summary of **'Foil Facts'** for use as a guide when writing about aluminium foil.

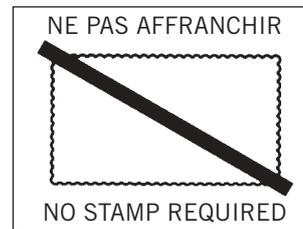
If you would like more information or help,
or if you wish to comment, please use
this space:

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