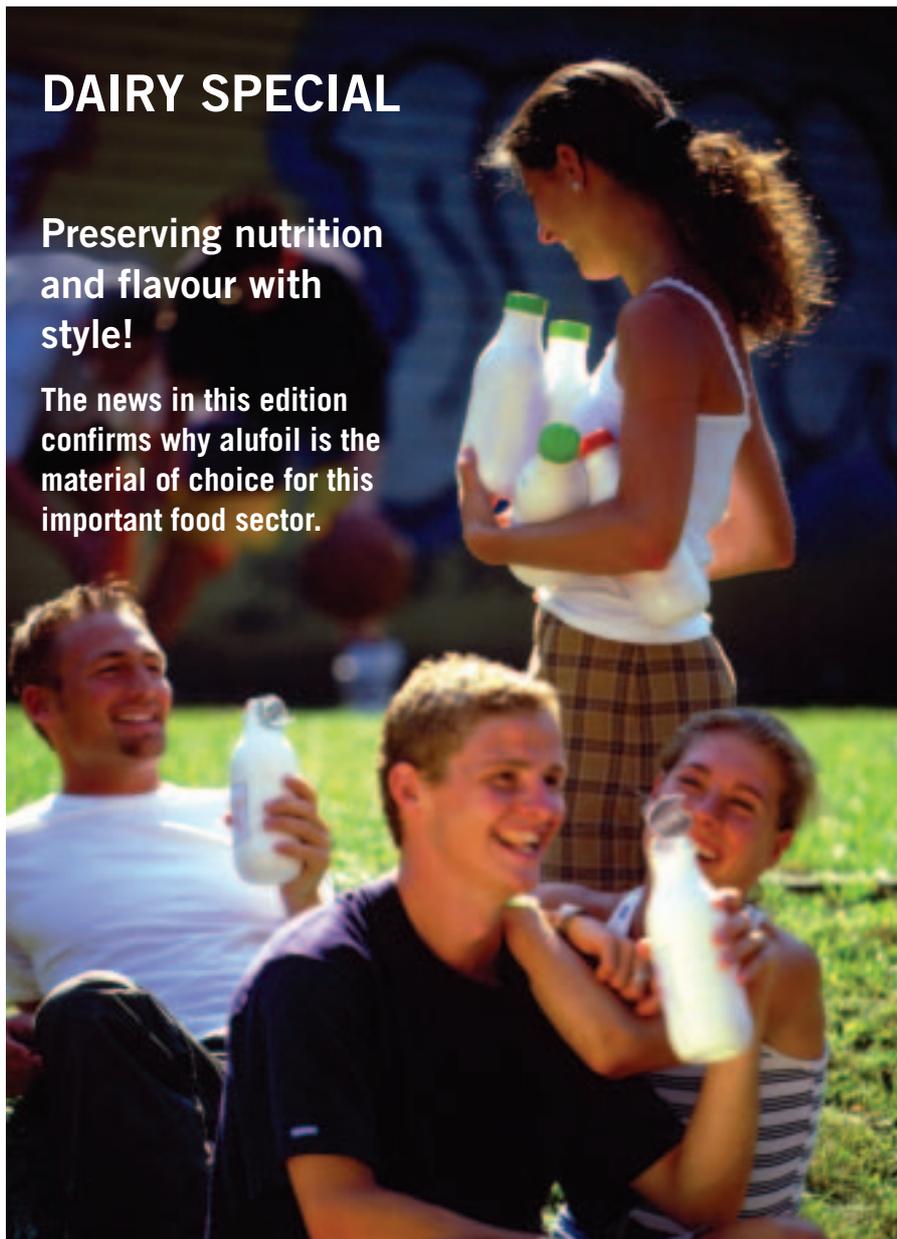


DAIRY SPECIAL

Preserving nutrition and flavour with style!

The news in this edition confirms why alufoil is the material of choice for this important food sector.



INSIDE

- Lidding Report
- Facts on Foil
- Container news
- Liquid cartons
- New butter wraps
- Short-run foil printing



Back page:

Allan Boyle of Nestlé challenges aluminium packaging producers to promote more...

www.alufoil.org

Monthly website visits top 7,000!

Alufoil's 'upward trend'

Although a 4% reduction in shipments for the first semester of 2002 was recorded, compared with the same period last year (373,500 t compared with 390,000 t) in the *zone covered by the EAFA figures, the tonnage nevertheless represented a healthy 6% increase over the previous 6 months.

Thicker gauges, much of which are used for technical applications – for example in heat exchangers – account for all of the reduction in the total. However, demand for the thinner gauges, used mainly for flexible packaging, has remained consistently strong during the first half of 2002 – even compared with the same period of 2001.

EAFA President, Livio Frigerio, comments: "EAFA roller members are reporting healthy order books for the 3rd quarter indicating a good upward trend in demand. In view of this, I'm convinced that 2002 will end up being another positive year for alufoil."

*The EU, the Czech Republic, Hungary, Switzerland and Turkey.

Carrefour's store magazine reflects confidence in aluminium

Carrefour, the largest retailer in Europe, and the second largest in the world, has published a detailed feature about aluminium in a recent edition of its consumer magazine 'Le Journal de Carrefour'.



Lidding report

Innovations continue in the specialised field of alufoil lids:

'Adjustable peel strength' lid

Alucoat have launched a new lacquered foil that offers customers the chance to specify a peel strength to match any thermal process with confidence that the pack will be easy for the consumer to open.

High performance sealing system for PET bottles

A new peelable foil laminate with PET bottles is now available. The new material, called 'Top-Peel' has been developed by VAW Flexible Packaging and is a modification of the system they already offer for HDPE bottles commonly used for many dairy products like milk (sterilised, UHT and fresh) and yoghurt. Top-Peel matches the growing demand for easy-open portion packs to meet current lifestyles where consumers are increasingly opting for snacks and 'eating on the go'.



'Recloseable' alufoil lid

Teich AG have redesigned the lid for use with broad opening packs such as for liquid cream or drinks pots to provide a temporary re-closure for the product for the lifetime of its use. Thanks to the 'deadfold' characteristic of alufoil, the extended tab can be simply folded back over the rim to secure the lid.



User-friendly development for sealing drinks packs

Another development from VAW Flexible Packaging is a lid for liquid products that includes a peel-off tab, thus combining ease of use with the strength and barrier properties of alufoil. The all-too-easy spills when drinking from a wide aperture container should now be a thing of the past.



Unembossed lids praised by major users

Smooth lids were introduced by Teich AG and have subsequently made a significant impact on the dairy lidding market.

Alfons Thumbach of Molkerei Bauer, Germany said: "We were able to increase our turnover significantly by switching to unembossed lids for our products."

The comment from Ulf Schöttl of Berglandmilch, Austria, was: "We changed to the new unembossed lids. Cups sealed with unembossed lids have a better and smoother peelability."

New marketing opportunities for smooth lids printed on both sides

Hueck Folien have modified the special lacquers that were crucial to smooth foil lids so that they can now be used to print such things as logos, texts, messages, competitions, etc. on the



underside of the lidding foil. Examples are already on the market. Here the underside of the lid for a French cheese pack is printed with the brand name of the product.

Nordmilch's resealable pack for coffee creamer

Not new to everyone, but interesting is Nordmilch's Miram cream presented in an ingenious 'upside down' reclosable jug. The advantage of the tough Al/PE/Al laminate closure is that it can be handled without any difficulty on conventional filling and sealing machines. Thus, in addition to filling the small jugs with coffee cream, the same equipment can also be used to fill other pots, such as whipping cream or sour cream.



Butter wraps

Are you a 'butter cutter'?

An 'un-tearable' butter wrapper has been introduced which will be good news to 'butter cutters'. A tablet of butter evidently takes between one and three weeks to be used up. Most of us cut enough for daily use from the pack then re-fold the alufoil wrapper back around the butter and put it back into the fridge.

From France comes the welcome news that Elle&Vire are wrapping their butter in a tough new 'un-tearable' alufoil/OPP butter laminate which resists the knife, and allows consumers to better protect the remainder of the pack contents from drying and rancidity. The Elle & Vire pack was developed by Pechiney Soplaril Flexible Europe.



Sixty percent of the 160,000 tonnes of butter consumed annually in France is sold in wrapped bar form.

Ice Proof Butter Wrappers

'ICE PROOF' – the freeze and thaw resistant butter wrapper made by Haendler & Natermann overcomes the problem of delamination which can happen when a wrapper made from the traditional foil/paper combination is thawed. It is claimed to cost less than an Al/PE laminated wrapper.



ICE PROOF wrappers have already been selected by dairy customers in France and Ireland.

Fresh Country Life designs use the glitter of alufoil

On the British supermarket shelves, foil-wrapped butter means quality. Country Life, the number one English Butter brand, has used aluminium foil packaging as part of its brand identity for over thirty years. Now, when the time comes to update the graphics, one thing will not change – the aluminium foil appeal which has worked for so long for this quality brand leader! Example from Alcan Packaging (Lawson Mardon Star Ltd.)



Printing

Short print run problems:

– now some solutions

Hueck Folien have developed a new heat resistant ink (HF Digital Print) that overcomes the problem of using digitally printed material for heat sealed applications. Commercial quality designs in up to six colours and in quantities from 1 to 100,000 impressions can be supplied within two weeks.

The frequent marketing request for sample quantities for market trials, advertising shoots etc. should no longer cause the problems they once did. Now even small hotels can ask for their own 'brands' of dairy products – breakfast yoghurt, cream portions, butter etc. without the cost barrier associated with lid printing.



Mr. Ferdinand Rogge, Purchasing Director of NORDMILCH, Germany's largest dairy product company, is finding the availability of digital printing a great advantage: "An alufoil lid remains our favourite for the delivery of a high quality and reliable dairy product.

But, now we have the added flexibility that digital printing brings to our marketing. This allows us to run smaller quantities without the cost penalties previously experienced. There is no big investment in printing cylinders or flexo plates, and faster turn-round of our orders," he comments. "Now we can make market tests for new products in original packaging much more freely than before."

Another way to cut costs of small printing runs

EFAA member VAW Flexible Packaging has adopted another approach to providing their customers with the ability to obtain small print runs at reasonable cost. They group different images or labels on one gravure or flexographic print run, thus ensuring commercial quality. The costs of the printing plates are offset by the reduced set-up costs.

Once printed the individual images are separated at the stamping stage and are stacked in their own magazines. The process is called Eco-Design-Mix® and VAW claims that it is particularly suited to the requirements of the dairy industry.

Containers



The inside story of Ladhuie Dairy success

A legendary example of how innovative packaging and entrepreneurial flair led to commercial success is the story of the Ladhuie Dairy in France.

Having encountered severe difficulties with its milk supplier, this small dairy, under the management of



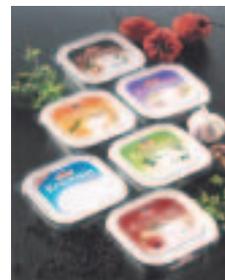
Mr Enio Martin, embarked on an imaginative product development drive and called in Ekco Emballages his packaging supplier. Together they developed a new product and packaging formula. A range of products to supplement the traditional egg custard combined with an innovative smooth-rimmed, foil-lidded aluminium cup were developed. This award winning combination has helped sales to grow from 10 million units to around a hundred million units. The little dairy has now 'grown up' and is part of Besnier Lactalis Group operating from an ultra modern production unit. [Ekco Emballages is now part of Plus Pack an EAFA member company.]

New Spanish developments

This drive to innovate is characteristic of the aluminium container market. Spanish customers of Alibérico Packaging's subsidiary, Palco, are evaluating a new generation of smoothwall containers. These are being designed to closely match the characteristics and performance of rigid containers, and offer a range of attractive coloured lacquers.

Relaunch of Tine cheeses in attractive containers

Another example of alufoil container innovation is the the relaunch of its range of spreadable cheeses by Tine, the Norwegian dairy product manufacturer. They have chosen a



specially designed aluminium container by Plus Pack AS with an attractively decorated alufoil peel-off lid and a plastic cover. Consumers love the new designs.

Facts on Foil:

why aluminium foil for dairy product packaging?

Alufoil meets the special packaging needs of dairy products such as liquid milk, yoghurt, cheese, cream, butter and other fats and 'spreads'. Its outstanding 'track record' continues to be extended thanks to:

□ **Barrier protection:** Foods containing oils or fats lose their nutritional value and taste when exposed to light. The thinnest layer of alufoil in the packaging stops this damage. It is also a complete barrier against loss of moisture and flavours and against contamination.

□ **Mechanical properties:** Light yet strong, alufoil makes robust containers and its unique 'deadfold' characteristic makes it ideal for wrappings and embossed surface designs.

□ **Readily laminated to other materials:** Alufoil enhances the properties of other packaging materials and makes thinner laminates possible – saving resources.

□ **Decorative potential:** Alufoil's bright metallic finish and its compatibility with all printing technologies make it ideal for stunning graphic design and shelf presentation.

□ **Hygiene and safety:** Alufoil is delivered sterile and clean thanks to the high temperature annealing process.

□ **Environmental acceptance:** Alufoil helps to preserve valuable dairy products, so reducing waste of materials and energy. The aluminium foil in household waste can be recycled or its high energy content recovered efficiently. Aluminium can be repeatedly recycled at a fraction of its original energy cost.

□ **Heat resistance and conductivity:** Alufoil can be heated to high temperatures without distorting or melting – ideal for sterilisation and heat sealing processes.

For a complete analysis of alufoil properties visit www.alufoil.org/facts/properties.htm

Liquid Carton news

Innovative new packaging leads to immediate sales increase

SIG Combibloc liquid packaging cartons, which are widely used for dairy products, are demonstrating the power of innovation. Their new 'Combitwit' carton and 'Combitwist' closure have been adopted by Bischofszell Nahrungsmittel AG for their Actilife brand. The result was immediate: a 30% sales increase in the first three months compared to the previous year.

Migros, who have the exclusive marketing rights for Del Monte juices in Switzerland, have introduced the brand in the new packaging format and anticipate equally good results.

The Combitwit carton offers plenty of benefits – the ergonomic design combines form with functionality. It has impact at the point of sale and is convenient to handle in distribution and at home where the large slanted opening and the Combitwist cap enable easy, controllable pouring.



The cream of packaging

Elle & Vire the market leaders in France for UHT cream have launched 'Saveur Onctueuse', the first cream with only 15% fat content which retains the taste of Normandy crème fraîche.

The new Tetra Stream 20cl package – a development from Tetra Pak – has been chosen for the product. The alufoil in the composite carton provides a shelf life of 4 months and the brick shape and 'Vichy' design guarantees maximum impact.



The French UHT cream market is thriving with a sales value of over €150 million last year and a growth rate of around 13%. Cartons (containing alufoil) dominate the market with over an 85% share.

New study confirms:

'French consumers like their milk in alufoil lined cartons'

The French consume more than 2.5 billion litres of UHT milk packed in cartons each year which is an average of 43 litres per head. Alufoil is present in 100% of these cartons and even though



Cheese packaging – keeping products and brands fresh

Attractive alufoil packs continue to catch consumers' attention in the cool cabinet. For many well-known brands, the bright foil packaging is an intrinsic part of the product and its enjoyment.

it only represents an average of 5% of the weight of the pack it performs a crucial barrier function.

A recent study of attitudes to milk, undertaken in France for Tetra Pak by the institute GfK, shows that the benefits of aseptic cartons are recognized by consumers: easy to store (85%) and to keep in the refrigerator (82%), good protection of the product before opening (81%), environmentally friendly (71%). The study confirms that the carton pack has further potential for development in this market.



*Tetra Pak/GfK Sofema study: 'The milk market – study into usage and attitudes' carried out in 2002 among 441 domestic buyers of UHT milk. For more information contact louise.chapdelaine@tetrapak.com

Website News
www.alufoil.org
www.alucontainers.org

Visits have reached over 7000 per month
(more than 40% up on this time last year)

Visited in 70 countries

Updated 'price volatility' study

New presentation kit for alufoil

Visit the EAFA website to get the latest news!

From front page:

Nestlé Head of Design urges more promotion of an 'excellent packaging material'



During his presentation at the European Aluminium Association's 2002 Interpack Conference, Allan Boyle, Head of Design at Nestlé SA, Vevey, made a good case for better promotion of the part that aluminium can play in effective packaging:

"The competition is tough between the many excellent materials, and aluminium has very positive qualities," he said, "but the suppliers are not yet capitalizing on their perceived assets.

"I'm convinced that aluminium is seen by consumers as a very modern, efficient and attractive packaging material, but I haven't seen the aluminium industry making the most of this with brand owners like Nestlé. I'm sure that, given the right graphic treatment, aluminium foil, for example, can help to create and reinforce high quality brand identities. But why isn't the aluminium industry getting through more effectively to the consumer? Why don't they work on persuading brand owners to add an "alufoil" logo where appropriate, where foil's barrier and protective properties are adding value to the contents?"