

Foil Packs of the Year: 2002

## DIVERSITY, INNOVATION and IMAGINATION

The EAFA Trophy-winning packs for 2002 again reveal the active level of innovation and creative use of aluminium foil which is going on in the world of European packaging.

Selected from a varied and high quality set of entries, the winning Foil Packs of 2002 were:



**Aventis Novalgina** – an innovative anti-counterfeit push-through tablet blister pack for analgesics



**Safeway's Roasting Joints** – oven-ready fresh meat joints in an advanced deep-drawn alufoil container



**Bonne Maman Petits Biscuits** – an alufoil lidded and lined carton 'tub'



**Tetra Recart** retortable carton system – entered as 'Friskies Simply Fresh'

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- 'The consumer always has the last word':



Aggie MacKenzie, of the Good Housekeeping Institute, one of the Foil Packs of the Year Judges

## Further alufoil growth in 2002

### Promising outlook for 2003

The European alufoil producers sold 748,000 tons in 2002. This is a further increase of almost 1% above the all time highest level of 2001 – 742,000 t.

Growth was driven by the excellent export performance which reached 125,000 tons, an increase of 10%. This demonstrates the high quality of foil made by European producers as well as its competitiveness on the global market.

The second growth area, by 3%, was in the thin gauges mainly used for flexible packaging. The growing presence of alufoil-based flexible packs on supermarket shelves is clear evidence that growth in tonnage continues to underestimate real market development. Thanks to ongoing down-gauging, the real market growth measured in pack units is clearly higher. On the other hand, thicker foil gauges mainly used for technical applications showed a decrease in line with the general economic downturn.

EAFA President, Livio Frigerio comments: "Continuous growth over recent years, constantly driven by good exports, shows the global leadership of the European foil industry in terms of quality and competitiveness. This, gives the foil industry many opportunities for positive substitution, especially of rigid packaging. EAFA members are already indicating that the first quarter of 2003 is showing further sustained demand."



## Aventis Novalgina – an innovative security design

**WINNER**

In the case of high value pharmaceutical products, the prevention of counterfeiting is of prime importance. This new Novalgina push-through tablet pack has been developed to counter the danger of low quality alternatives being passed off as the genuine article, with all the financial loss and danger to health that false products can bring.

The format of the push-through blister pack is a well established application of alufoil, but the Aventis Novalgina pack is a significant step forward in both product identity and security. The alufoil material, developed and supplied by Hueck Folien GmbH & Co. KG of Weiden, Germany, features a purpose designed hologram which repeats the Aventis brand as a background to the product name, Novalgina, printed in register with the hologram. A standard



20 µm alufoil blister pack material is used, and the special Aventis hologram surface design does not affect its machinability.

**The combination gives the highest level of brand and product protection. At the same time, the graphic effect brings to the user a new high level of perceived value, of confidence and brand identification.**

## Bonne Maman Petits Biscuits – a creative use of well tried materials

**WINNER**

We all know that biscuits need to be kept from moisture and light. So what's wrong with the traditional biscuit packs?

They lack imagination – unlike this EAFA Trophy-winner!

Bonne Maman is a brand concept which is well-known throughout the world. The red gingham pattern which decorates the lids of their preserve products conveys the idea of homely quality, of fresh and high quality ingredients. It

conveys a traditional welcoming kitchen scene of home cooking, of home-baked cakes and biscuits.

The 'Petits Biscuits' pack picks up this theme and brings it to the modern table. The pack represents the idea of casual convenience, small snack biscuits ready at the flip of a lid to complement the spontaneous cup of coffee or tea.

The judges admired the way in which the brand personality has been captured without making any concession on the effective protection and packaging of the biscuits. In fact, beneath the homely traditional appearance is some very contemporary packaging technique. The small format biscuits are completely protected from moisture and light as they are sealed in a container totally aluminium-lined and composed of a printed alufoil laminated cartonboard body and a sealed alufoil membrane lid. This is opened using the projecting tab and peels away easily. The red gingham pattern board lid cap acts as the temporary reclosure.

**The Petits Biscuits Bonne Maman pack receives the EAFA Packaging Trophy for its imaginative, elegant, and technically effective use of high protection packaging material.**



## Tetra Recart –

**WINNER**

**'a significant advance in the packaging of retorted food products'**

Marking a major step for flexible packaging into the 'canned food' market, Tetra Recart is the first fully retortable carton system.

The laminate structure for this groundbreaking system is made up of an alufoil layer, a moisture-resistant board material and heat resistant polymer coatings. The outer flexo-printed design is protected by a lacquer.

This flexible material is used to form rectangular containers which can undergo heat sterilisation at up to 130°C and 100% humidity for more than 2 hours after filling. The aluminium foil barrier plays a key part in the new pack and permits a shelf life of up to two years.



The Tetra Recart packaging material calls for a low level of resources and can be recycled in current carton recycling systems. It saves significant space, weight and logistical costs throughout the whole packaging and retailing cycle. Used packs will compact easily and make low demands on domestic waste collection and processing.

For the consumer, a tear-off laser perforated closure strip provides easy opening.

For the marketer, the new rectangular cardboard package is a guarantee of brand differentiation and visual impact on the shelf.

In selecting the pack as a 'Foil Pack of the Year'- submitted in the form of Friskies Winalot 'Simply Fresh' food for dogs – **the EAFA panel of judges recognised a significant advance in the packaging of retorted food products, and one which could considerably change the picture in this sector.**

**There is now a strong contender for the immense market traditionally held by the tinplate can.**

## Safeway Roasting Joints – a new, deeper alufoil container for meat roasts

**WINNER**



The concept of a pre-packed and hermetically sealed oven-ready meat joint was first introduced about two years ago. The 2002 EAFA Trophy-winning pack has, however, taken the concept much further thanks to a technical advance in the deeper forming of the alufoil container to 70 mm - hitherto considered impracticable. This development allows the packing of larger pieces of meat, so bringing convenience to a larger sector of the market.

The pack has several advantages:

- For the packer: a strong, sterile, container convenient to handle and process.
- For the retailer: a hygienically sealed pack, no spillage, no in-store preparation and an extended shelf life thanks to modified atmosphere protection.
- For the consumer: the great convenience of simply peeling off the closure and putting the heat-proof alufoil dish with contents into the oven to roast.

The attractive smoothwall design conveys a simple, modern and hygienic pack. The branding, product details and cooking instructions are carried on a paper sleeve.

Packs similar to the Trophy-winning Safeway example, produced and submitted by container manufacturer Nicholl Food Packaging Ltd. of Aldridge, England, have now been introduced by rival major UK retailers including Sainsbury's and Marks & Spencer.

The technical advance represented by the new Safeway pack was judged to be an important development for the consumer, bringing greater choice, convenience, hygiene and product quality. The used aluminium foil is fully and economically recyclable.

## Variety – the keynote of 2002

Some examples of the other entries:

### Baco Release™ non-stick kitchen foil

Although this product complied with the rules of the competition as a pack 'involving' aluminium foil', household foil is not a packaging product. Nonetheless, the judges accepted the new Baco Release™ as an interesting innovation for aluminium foil, and one which could lead to further developments – perhaps in alufoil containers.

Release™, supplied by Baco Consumer Products Limited of Amersham, England, is the first household foil to provide a non-stick surface. As well as being a boon to the cook, cleaner used foil also means less food waste, more opportunities to re-use the foil and less contamination of the aluminium recycling mix. It also means less 'greasing' of baking pans and fewer incidences when pieces of foil remain stuck to the cooked food – and so better presentation of the finished dish. The non-stick side of the foil is identified by an embossed pattern

Baco Release™ has a UK Good Housekeeping Institute Innovation Award.



### Petit Navire tuna pieces in a flexible foil-lined pouch

A new format for 'canned' tuna brings processing economies, lighter weight and savings in logistics. Produced by Pechiney Soplaril Flexible Europe, the laminate provides complete protection of the sterilised contents against light, oxygen, contamination and leakage. Its light weight makes it easy to handle, easy to open and to use. The flat format allows sterilising heat to penetrate to the contents quickly and to preserve optimal taste. Besides, the empty used pack makes low demands on the waste handling and recycling system.



### Effervescence in a non-pressured bottle for an energy drink

This contradiction becomes clear when it is shown that, only when a sealed alufoil capsule inside the top of the bottle is pierced, does the drink become fizzy. The capsule also encloses and protects the sensitive vitamins and other nutrients in this health drink called 'Ikon Energize Tabology'.

Entered by Dynamic Design of Christchurch, New Zealand, the Ikon

drink is being marketed in Europe by SwissCo Services AG of Sisseln, Switzerland.



#### *"The consumer is the ultimate judge"*

The judging panel was joined this time by Aggie MacKenzie, Associate Editor of the Good Housekeeping Institute, London. Commenting on her first experience of an EAFA Packaging Trophies event she said: *"I was glad to learn that the consumer's interests are given full consideration in this packaging competition. Although the technology of today's packaging is impressive, the primary aim of any innovation must be to deliver excellence to the end-user – not only a top quality product, but also convenience and safety. The consumer always has the last word."*

## Alufoil's high profile in 'SIAL d'OR' Awards

In the 2002 Innovation Awards presented at SIAL (Salon Internationale de l'Alimentation), the Food Exhibition held in Paris, approximately one third of the 37 SIAL d'Or winning food products from all over the world involved aluminium foil in their packaging.

Among the winners were nectar juices and milk enriched with vitamins in alufoil lined cartons, fruit purée in an alufoil-lined single serve pouch with screw cap, yogurt specialties in alufoil-lidded containers, tuna fish and pre-cooked meals in alufoil-laminated retortable stand-up pouches, and a self-heating aluminium cup for coffee and tea with an alufoil lid.

Visit [www.sial.fr](http://www.sial.fr) for more details.

## EAFA's E-Commerce Good Trading Practices for REVERSE AUCTIONS

### Backing from more packaging bodies

Recently, five further associations have confirmed their endorsement of the good trading practices established by EAFA for e-commerce business. This brings the total of supporting organisations to eleven – representing a total membership of more than 6.000 companies with an aggregate turnover of approximately 90 billion euros.

An updated PDF copy of the GTP leaflet can be downloaded from the EAFA website.



Downloadable from [alufoil.org](http://alufoil.org)

## Sustainable Development RECYCLING

### Aluminium packaging recycling success in Italy

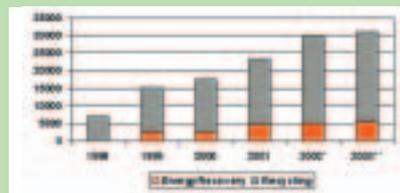
The Italian Aluminium Packaging Consortium, CIAL\*, reports that a recycling rate of over 50% was reached in 2002. Of the 58,400 tons of aluminium going into the packaging sector, 29,600 was recovered either by recycling (83%) or as energy (17%).

CIAL is made up of 110 member companies and represents the aluminium producers and importers as well as packaging manufacturers and users. The objectives are to develop the separate collection of used aluminium packaging, to recover aluminium from this and to find methods of source reduction in order to

minimise the generation of waste. The Consortium members share the responsibility of achieving these objectives in as efficient and cost-effective a way as possible.

In order to reach its target, CIAL draws up appropriate agreements with Municipalities (3,500 in year 2002) for the organisation of separate collection of aluminium packaging. The collection costs are paid by CIAL, according to a previously negotiated amount. These costs are covered by a fee paid by 1,000 companies on the total aluminium packaging put onto the national market.

\* (Consorzio Imballaggi Alluminio)



## EAFA NEWS

### Alufoil.org

#### New website-based service:

##### Students offered chance to work abroad

Alufoil.org is the vehicle for a novel scheme to provide short term employment and training opportunities to students in alufoil-related industries such as foil rolling, container manufacturing and flexible packaging.

Interested candidates, click on 'Student Job Vacancies' under 'Hot Topics' and search for the available vacancies in the country of their preference. The student then contacts the EAFA member company direct.

Marie Rushton, Secretary General of the International Association of Packaging Research Institutes [IAPRI] supports the idea: "This is a great initiative from EAFA. It recognises the need to provide young people with practical help in making a choice of career. We hope that students from all over the world will take advantage."

#### More visitors

The EAFA website visitor count continues to climb steadily – from a 2001 monthly average of 4,000 to 6,100 in 2002 – a more than 50% increase.

Recent additions to the **Alufoil.org Reference Library** have been:

- an extract dedicated to alufoil bottle capsules and labelling from the Kronos Manual of Labelling Technology and
- an extract on alufoil manufacture from the recently published Aluminium Rolling Mill Technology, an Achenbach-sponsored booklet.

#### Strong EAFA membership growth

Eight new members have been elected - a reflection of the value being gained by members. The companies are based in Armenia, Austria, Croatia, Germany, the Russian Federation and Switzerland.

#### Internal elections



At the General Assembly in October, **Dr. Livio Frigerio** was re-elected as President of EAFA.



New to their tasks were **Karl Pfenninger** of Huhtamaki Ronsberg, elected as the new Chairman of the Converter Group and



**Wilson Nicholl** of Nicholl Food Packaging, Chairman of the Container Group. Both are also elected Vice Presidents of EAFA.