

## Confectionery special

# A GLITTERING SUCCESS!

### Chocolate is good for you . . .

Did you know that, as well as valuable nutrients, chocolate contains an endorphin chemical, phenylethylamine, that can lift the mood and induce feelings ranging from happiness to euphoria? This stimulant is also naturally present in the human body, and its levels have been shown to increase when we fall in love. The Aztecs called chocolate 'the food of the gods', and Casanova considered hot chocolate to be the 'elixir of love' and drank that instead of Champagne!

### Alufoil is good for chocolate

But chocolate is a sensitive product. Exposed to moisture and light it deteriorates and the surface can quickly lose its attractive gloss. Often chocolate products are stored for long periods. Therefore the best protection is one that provides a total barrier to light, moisture, and to any loss of aroma and flavour.

So the natural packaging choice is aluminium foil – for its total barrier quality as well as the ease with which it can be folded tightly to the surface of the chocolate.

Foil's glittering metallic surface also brings colour and impact to many products, adding even more to the enjoyment and excitement.

### Healthy demand continues

Shipments of aluminium foil by European producers show a strong increase of 5.2 % for the first six months of 2003. They reached 408,800 tons (2002: 388,700 tons). Exports continue to advance strongly (8%) and, within the EAFA 'home' territory, usage has shown a healthy growth of 4%.

In spite of the generally weak economic situation, the industry is optimistic that the total 12-month tonnage will be at least slightly above the record level achieved last year.

The territory embraced for EAFA statistics includes Armenia, EU, Czech Republic, Hungary, Russia, Switzerland and Turkey.

### ' . . . allows huge versatility'

When it comes to inventiveness, the creativity of the chocolate makers has no limit. There are all manner of seasonal and themed shapes and novelties: Santa Claus, Christmas puddings, Easter eggs, rabbits, chicks, Halloween spooks and witches, Valentine hearts, themed fictional characters, gold and silver coins, 'surprise' eggs with toys inside, footballs, sports characters, racing cars, and mobile telephones. Choose a theme, an occasion or a character and there is undoubtedly a chocolate version!

See inside how alufoil helps to make this possible.

## INSIDE

- Customers comment
- Overseas innovations
- Embossing – the extra design dimension
- Protection against insects



Above: The design studio at Hueck Folien  
Left: Nikola by Brandt

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## Ragolds Granini sweets get a more effective wrapper

For more than 100 years the sweets from the family-owned company, Ragolds Süßwaren GmbH & Co of Karlsruhe, Germany, have been melting in people's mouths. About 9,500,000 sweets are produced every day at Ragolds, modern plant.



Alcan Packaging Teningen has developed an improved material for Ragolds' Granini soft-centred boiled sweets. It replaces OPP film used in a flowpack format.

The reasons for choosing the new specification were:

- Pack enables an outstanding presentation at the point of sale
- Excellent aroma and moisture protection and a shelf life of two years
- Stiffness and optimal machinability.

The laminate is made up of: exterior pattern wax coating to enable full folded sealing – printed paper and lacquered alufoil.

## Protection against insects

In response to calls especially from the retail sector, Teich AG reports that the company has developed a special 'insect proof' foil. This protection has been particularly requested for chocolate products containing nuts or raisins – attractive to the insect world.

The heat-seal coating has a very low sealing temperature to protect the product, is tamper proof, chloride free and FDA approved.

The new Teich insect proof foils are in particular demand for confectionery destined for export to warm climates.

### INSECT PROOF FOIL

#### Specification 1

- slip coating
- 10-12 µm aluminium foil
- 3.5 g/m<sup>2</sup> heat seal lacquer

#### Specification 2

- Embossing
- 0.5 - 1.0 g/m<sup>2</sup> protective lacquer
- 12-15 µm aluminium foil
- 2.5 - 3.5 g/m<sup>2</sup> heat seal lacquer

## Overseas examples

### – evidence of alufoil's world-wide value

#### Japanese inventiveness creates new formats for snacks

The sales were so good when Kanebo Foods Ltd. introduced Amaguri – roasted chestnuts – in an alufoil-laminated retortable stand-up pouch, that they switched two other lines to the new format.

It answers the need for source reduction and a fresh and eye-catching format which competes with hundreds of other lines in a crowded market. The alufoil laminate also fully protects the delicate Amaguri aroma and flavour. Now there are roasted sweetcorn and bean products also packed in alufoil laminate pouches.

Meiji Seika Kaisha Ltd. Needed a way to break into the Japanese chocolate market. So they decided to launch



their 'More Fran' chocolate-dipped biscuit sticks using individual high performance inner alufoil sleeve packs which completely protect the taste and quality of the chocolate and the crispness of the biscuit core. Packed four to a sachet, the chocolate sticks are presented and further protected in a high quality semi-circular carton. A



'noir' version is also available. Both versions of the sachet incorporate an easy-open feature.

#### Foil lined cartons create an identity

Dori, one of the leading Brazilian manufacturers of confectionery, sweets and snacks, has introduced Disqueti, a line of nuts and candies in 250ml alufoil-lined Tetra Rex cartons. These were chosen to differentiate Dori's presence at the stores. They are seen as easy-to-open, totally recyclable and as providing a superior shelf-life.

The impact of the new package for this category is positive and sales are reported to be going very well.



#### Reese's chocolate racing car – a winning foil formula

This USA product is an outstanding example of moulded chocolate packaging. The 50µm heavy gauge foil supplied and rotogravure printed by Carcano Antonio SpA in 7 colours in register with the complex shape and given a shimmering holographic finish. The innovative shaped alufoil shell is an integral part of the moulding process and protects the chocolate car.

The alufoil wraps for the individual Reese's Peanut Butter Cups (which go inside the racing car) won an EAFA Certificate of Merit for the customer cost savings made when Alcan Packaging Bridgnorth provided an all-alufoil alternative to a paper/foil laminate.



# pes ! Shapes ! Shapes ! Sh

## £250 million spent on chocolate eggs in the UK alone

An example of the importance of this confectionery market is illustrated by statistics from Cadbury's. The UK Easter Egg market is one of the most exciting sectors, with new ranges attracting more consumers each year.



Shell eggs represent the oldest and still largest sector. Every year over 80 million alufoil wrapped chocolate shell eggs are sold, in addition to all the Creme Eggs and Mini Eggs. In a typical year £250 million (approximately €350 million) is spent on shell eggs, filled and mini eggs and novelties in the UK alone.

## 'Alufoil also adds to the fun'

Another major producer of chocolate novelties is Kraft Foods of Germany whose Milka is a leading brand in several European countries. In the words of their Director of Corporate Affairs, Stefan Becker-Sonnenschein: "It is hard to imagine our seasonal products like chocolate Father Christmas, Easter eggs and bunnies without aluminium foil. No other barrier protection can be so closely wrapped around the product in the same way.



Aluminium foil adds to the attraction and excitement of confectionery.

"These are 'fun' products and the sparkle of foil makes them more so. The combination of bright colours, protection and ease of opening makes aluminium foil the consumer's choice for a whole range of confectionery products."

Kraft is one of many confectionery makers who work closely with the alufoil converters to achieve the very best from the material. "Our foil suppliers are indispensable members of our product and packaging design teams. They understand the full potential of this versatile packaging material", Stefan Becker-Sonnenschein added.

## Golden rabbit sculpture – a symbol of success

The foil-wrapped Lindt & Sprüngli 'golden rabbit' has become so much identified with the company that it was chosen as the model for a feature statue outside the company offices.

In the words of a company executive: "The Lindt Easter Gold Bunny would not be the same product without its golden foil coat. As well as providing the closely wrapped protection that the chocolate needs, the matte aluminium foil provides the essential touch of Lindt luxury and premium quality."

The well-known Goldhase: picture courtesy Lindt & Sprüngli



The Lindt & Sprüngli Group posted a successful result for 2002 with 7.6% sales growth despite adverse trading conditions in most markets. 'Last year's trend confirms yet again that product innovations, advertising and other marketing activities can work together to promote successful growth', says the group's annual report. Clearly, imaginative packaging ranks highly in the Lindt & Sprüngli marketing mix.

## Wonder Teddy – a hit with children

The top selling alufoil-wrapped Wonder-Teddy by Rübezahl Koch is a big favourite in Germany. Each chocolate bear contains any one of a range of 19 sets of toys and puzzles. These include such things as jet planes, racing cars, 3D puzzles, space animals, 'Banana Joe' and other characters.



## 'Alufoil essential'

– chocolate novelties designer

Kinnerton Confectionery is a leading UK producer of chocolate novelties and shapes. Their Creative Manager, Marion Brand, says: "At Kinnerton, we specialise in fun confectionery for the



licensed character market. Aluminium foil not only protects our chocolate, but also enables us to use the surface to present many different marketing styles to our customers.

"There is something intrinsically special about the glitter and visual excitement of aluminium foil on confectionery such as eggs, lollipops and chocolate shapes. It grabs your attention and adds to the appeal of the product look, whether that be funky, colourful kids characters or up-scale imagery aimed more specifically at adults.

"Designing for foil is one of the most exciting parts of our job, as it allows huge versatility, and fantastic colour and print effects. An excellent working relationship with our foil suppliers, and their specialist advice has really enhanced our product presentations.

"Aluminium foil really is an essential material for the confectionery industry."

## Italian masterpiece demands 'designer clothes'!

Gianduiotto is one of the most famous brands of the chocolate industry at home in Italy and around the world. With its special recipe including a high proportion of the famous 'tonda e gentile' nuts, and the superb quality of the other ingredients, this masterpiece of confectionery has been appreciated for some 150 years!

The embossed wrap developed by Carcano Antonio SpA combines the golden luxury of the metallic alufoil surface with the crispness of a wax-laminated paper.

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## Migros premium chocolate brand uses alufoil's quality appeal

Switzerland's major retail organisation makes some of its own brands. Of these, one of the most prestigious is Chocolat Frey.



Oliver Greis of Migros comments:

*"Although for over 10 years Migros has been using OPP film for nearly all chocolate tablets, we chose aluminium foil for the new Frey Suprême premium tablet range. For this brand, aluminium represents an ideal packaging material because of its premium appeal – conveying high value. Our tests showed that alufoil takes this basic advantage of the metal and adds functionality such as 'deadfold', complete barrier and strong visual appeal. This combination makes it the best medium for a premium chocolate and one accepted by our ecologically aware consumers."*

Oliver Greis is Category Manager Confectionery with the Federation of Migros Co-operatives, Switzerland.



## Embossing – the extra design dimension



Aluminium foil is unique among flexible packaging materials in its shape retention characteristic. When embossed, even with a very fine texture, the metal retains the impression. Many confectionery manufacturers make the most of this added design element to bring extra individuality and brand identity, for example, for chocolate in tablet form.

Embossing at Teich AG



## Progressing through dialogue

The European Aluminium Association, of which EAFA is a member, has now issued a new report called: 'Progressing through dialogue'. It is a snapshot of the European aluminium industry's developments on the route to full sustainability.

A pdf copy of the document is available on the EAA website at: [www.aluminium.org](http://www.aluminium.org)

## Moscow Packaging Conference supported by EAFA

A landmark event of this year's packaging calendar was the Moscow two-day 'Aluminium in Packaging' conference held in May. It was organised by specialist consultancy Alusil with support from major sponsors and the active collaboration of the European Aluminium Association and EAFA.

As well as a Welcome speech, Secretary General, Stefan Glimm presented a paper 'Alufoil – Innovation, Trends and Services' designed to support the rapidly developing Eastern European markets.

A CD copy of the programme and papers, which covered a wide variety of subjects, is available from Alusil at [www.alusil.ru](http://www.alusil.ru).

## Getting closer to the consumer:

Every year, the Cologne Chocolate Museum records some 580,000 visitors. This year, the story of aluminium packaging for chocolate was told in a special display there from 20 August to 30 September, organised by the German based Aluminium Association GDA. It covered almost 100 years of history and showed present day examples of many applications plus information on the benefits of using aluminium foil for confectionery packaging.



## The Alufoil File

A fresh structure to the information on aluminium foil has been introduced to the EAFA website. Each topic will have a dedicated web page, a downloadable pdf file which the visitor to [www.alufoil.org](http://www.alufoil.org) can print out and a printed A4 leaflet version.

Visit [www.alufoil.org](http://www.alufoil.org) and start collecting the leaflets that will make up this definitive guide to aluminium foil.

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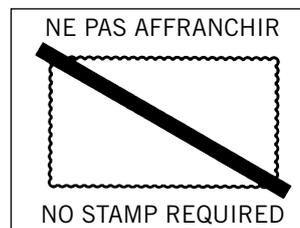
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17