



Foil Packs of the Year 2003

The winners!

The latest to be awarded the Alufoil Trophy for Foil Pack of the Year demonstrate user convenience, product protection and source reduction.

The 2003 winners also use the technical properties of aluminium foil to create real opportunities to combine innovation with cost efficiency.

In addition to the four Foil Packs of the Year, one further pack was selected to be 'Highly Commended' as an example of the imaginative use of an existing pack format in a new market sector.

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"... a happy combination of solutions with high marketing appeal ..."



*comments
Graham Cox of
PIRA, one of
the Foil Packs
of the Year
judges*

The 2003 winners

- **Aspirin Effect** – a new soluble instant aspirin in an individual dose 'stick pack'
- **Dalehead Sausages** – in the first UK 'cook-in-the-tray' aluminium foil pack
- **Migros Golden Beans Coffee 'pods'** – in a high barrier alufoil pouch
- **Saupiquet canned fish products** – with an easy-open alufoil closure

'Highly Commended' :

- **the new Kiffies perfume range** – in a flexible foil pouch.

LATEST!

2003 alufoil sales high

Figures so far compiled using statistics available from EAFA members indicate that the total shipments in 2003 will be very similar to the record figures reported for 2002.

Full details are being published at www.alufoil.org as soon as the final figures are computed.

New launches in trophy-winning pack

Encouraged by very promising results last year in Italy, Bonduelle, Europe's largest producer of vegetables, has announced a launch in Germany during 2004 using the revolutionary Tetra Recart retortable flexible carton – a 2002 Foil Pack of the Year.



New 'instant aspirin' pack

– entered by Alcan Packaging Singen GmbH

Aspirin® Effect is a fast acting soluble aspirin which can be taken directly by mouth without the need to dissolve in water. It is marketed under the Bayer brand. The new pack was judged to be outstanding in all judging criteria: innovation, protection, user benefits, surface design and use of resources.



WINNER

The complete barrier requirement for this highly hygroscopic product is provided by a laminate of PET, PE and alufoil. The single 500mg dose is easy to tear open and safe for mouth contact.

The compact format of the pack provides two vital solutions: it is very user friendly – easy to carry and handle – and the 'stick' format of the sachet uses a minimum amount of material in relation to the volume of its contents. The laminate is made up of 12µm PET, 25µm alufoil and a 50µm PE inner heat-seal layer. High quality and clarity of surface decoration is effected by gravure reverse printing.

The competition judges considered that the Aspirin® Effect sachet pack, although of modest size, embodies all the attributes required of today's pharmaceutical packaging. ■

First 'cook-in-the-tray' pack for sausages

– entered by Nicholl Food Packaging Ltd.

WINNER



This new product presentation represents a radical break from the traditional forms of sausage packaging used for many years. It is the first to bring a fresh product image to the extremely popular premium British sausage. Now Dalehead sausages can be cooked right in the packaging.

The consumer just removes the sealed plastic overwrap and puts the pack directly into the oven or under the grill. There is no need to touch the raw product – an added hygiene bonus. The heat-proof pack can also be used over a barbecue, with the juices being retained by the tray. Unseen beneath the sausages in the pack is the secret of this convenience tray – a ribbed and slotted trivet which allows the cooking juices to separate cleanly without splattering and smoke.

For the brand owner, the tray brings a clear product identity and added value at modest cost. The pack, which has a modified internal atmosphere for extended shelf life, looks clean and attractive with its gleaming aluminium base, and is adequately strong to withstand the rigours of the retailing chain.

The judges considered that the alufoil container had been the essential instrument in creating a fresh product opportunity. Both tray and trivet are pure aluminium and can be recycled back to 'new metal' for other uses.

Golden Beans coffee – high protection plus excellent display 'presence'

– entered by Wipf AG

WINNER



In the case of the Migros Golden Beans pack, the judging panel considered it 'an outstanding combination of product protection, user convenience and graphic presentation'. To preserve the sensitive aromatic fresh coffee product, the laminate embodies an alufoil layer of just 8µm to provide the complete barrier element, between an outer 12µm layer of polyester and an inner 75µm heat-sealing layer of polyethylene.

A laser-etched score line ensures that the pouch tears open cleanly and without difficulty and an inbuilt 'zipper' allows repeated reclosure to retain the aroma and freshness of the coffee 'pods' which are for use in espresso machines.

The EAFA judges were particularly impressed by the attractive graphic presentation which uses 6-colour gravure printing and takes advantage of the metallic foil surface to create the 'gold' lettering of the product name. The pack has an excellent 'presence' for retail display, and conveys a feel of quality.

After use, the energy value of the pack can easily be recovered with high calorific gain.

Saupiquet range of canned fish products

– entered by Crown Food Europe



The aluminium foil lidding system called 'PEEL SEAM®' has solved the longstanding problem of the safe and easy opening of rectangular fish cans.

By combining the flexibility and strength of the extrusion coated 70 µm foil, a tabbed lid provides both full protection for the autoclave sterilised product and easy peelability for opening. For the consumer, the new alufoil lid system eliminates the difficulties and hazards of the ring-pull system previously widely used. For the packer, the beaded lid performs without difficulty on the established canning lines.

Whilst still enabling complete product protection, the reduced thickness of the

new peelable lid compared with previous versions has made a big reduction in the amount of metal required.

In the view of the judges, the new peelable alufoil lid represents 'an important advance in consumer convenience whilst making a significant reduction in the use of resources'. The lid separates completely from the base, and both aluminium components can be recovered economically.

Recognition for trendy new perfume in an alufoil pouch spray –

entered by CavaParfums

HIGHLY COMMENDED

The judges concluded that the imaginative use of an existing pack format for the Kiffies perfume range represents a real innovation in a long established and traditional product sector. Also, say the judges, the idea has only been made possible by the aluminium foil component thanks to its complete barrier properties coupled with flexibility.



Designed specifically for the younger consumer, the pack makes the minimum use of materials consistent with the protection of its volatile contents. Gone is the weighty glass presentation which is not conveniently carried in a pocket or purse. Here is a bright, trendy, flexible pouch complete with an airless pump spray which is handy, lightweight and easy to use.

Further details of the winning packs can be obtained from:

| | |
|--|--|
| Aspirin Effect | Alcan Packaging Singen GmbH Alusingenplatz 1 D - 78221 Singen Contact: Ludwig Vogginger (Tel: +49 (0)7731 802002) |
| Dalehead Sausages | Nicholl Food Packaging Ltd. Brickyard Road GB - Aldridge WS9 8UR Contact: Andrew Dent (Tel: +44 1922 743707) |
| Migros Golden Beans Coffee 'pods' | Wipf AG Industriestrasse 29 CH - 8604 Volketswil Contact: Thomas Good (Tel: +41 1 947 23 03) |
| Saupiquet canned fish products | Crown Food Europe Le Colisée I - rue Fructidor F - 75830 Paris Cedex 17 Contact: Maurice Rivière (Tel: +33 1 49 18 40 09) |
| Kiffies perfume range | CavaParfums 23 avenue de Damas F - 44380 Pornichet Contacts: Corinne and William Spindler (Tel: +33 2 40 15 30 30) |

Some other high scoring entries:

Crystal and Itaipava Pilsen – alufoil capped aluminium cans

Brazilian brewing company Cervejaria Petrópolis SA is the first in that country to adopt the hygienic alufoil cap for these two premium pilsen brands. The die-cut covers are simply crimped over the ringpull can end on the filling line to ensure that the drinker has a clean aperture and lid. This simple but effective measure removes any doubt about dust and hygiene and, at the same time, provides the pack with additional surface area for message and brand enhancement. The alufoil cover is simply removed prior to the consumption of the product and is useful as a temporary reclosure and protection against insects.

(Entered by Hueck Folien, Germany)



More examples on the next page ...>

Graham Cox, visiting judge, comments:

"The variety of entries demonstrated a happy combination of solutions with high marketing appeal, cost effectiveness and environmental friendliness. Once again, alufoil reaffirms its role of 'enabler'.

"Also, it was clear from the variety of ideas that innovation and creativity are at a high level in Europe compared

with other parts of the world and with other packaging materials.

"The selected 'Foil Packs of the Year' are evidence that aluminium foil itself continues to be a winner".

Graham Cox, Head of International Consultancy at Pira International, works with brand owners and packaging converters across the whole of industry. His assignments and training programmes in over 70 countries cover quality management, sourcing and packaging development.

Foil Packs of the Year: 2003 – high scoring entries

Rumblers Bio – a combined cereal and yogurt pack using 'Pull Tab' alufoil lid

This clever breakfast cereal pack is made up of two plastic pots, one carrying a dry muesli mix and the other containing liquid yogurt. The two are 'shrink-labelled' together to form a strong single pack which is ideal for such situations as airline catering, picnics or school lunches etc.

A feature of the alufoil lidded yogurt pot is its 'Pull Tab' opening which peels away from a pouring aperture within the edge-sealed alufoil membrane. This allows full control over the opening and pouring of the liquid contents.

(Entered by Alcan Packaging Teningen, Germany)

Coopers Ectoforce – hazardous chemical 'sheep dip' safely packed in alufoil pouches

A new way of safely handling powerful organophosphate chemicals used for the 'dipping' of sheep, Coopers Ectoforce uses a 'closed transfer' method which eliminates physical contact with the product. Inside a protective alufoil laminate pouch which keeps moisture out, there is a water-soluble PVOH film sachet. This sachet is simply lowered into water in order to dilute the active chemical for use. This avoids splashing and skin contact by the farmer.

(Entered by Shering-Plough Ltd., England)



EAFA news

Intelligent Packaging – an exciting glimpse of the future

In a presentation made to the Autumn General Assembly in Istanbul, Ann Sterling Roberts, a Director of PIRA, gave a fascinating overview of the many developments now being made which will soon make packaging more secure, responsive and convenient for all concerned. Issues covered inventory tracking and control, brand protection and security, diagnostic techniques and consumer shopping enhancement.

All pack materials are involved in such developments. The special barrier, electrical and heat performance properties of alufoil will no doubt prove valuable for many of the technologies involved.

Website

- Now see the virtual exhibition of aluminium packaging for chocolate

The successful aluminium packaging displays mounted at the Cologne Chocolate Museum in August/September 2003 can now be seen as a short movie on the EAFA website.



Aluminium Packaging RECYCLING

Spain up 44% in 2002

For the third year running, in collaboration with other interested bodies, Arpal (the Spanish aluminium packaging recycling association) has established an accurate analysis of the amount of aluminium recovered from packaging in Spain. The results reveal a dramatic increase of 44.2% compared with 2001, now achieving more than 11,000 tons.

According to Arpal, the recycling of used aluminium packaging is well established in Spain because it has the highest market value (about 0.60 €/kg), way above tinplate (approximately 0.04 €/kg), plastic, glass or cartons.

More information:
Arpal: T: +34 609 30 63 63,
email: info@aluminio.org

- Visitor count: further growth

The number of visits made to the EAFA website was maintained at a high level during 2003 – an average of over 8,500 visits each month which is a further 50% growth over the previous year.

- Infoil back numbers available instantly

All editions of Infoil can now be downloaded in PDF form from alufoil.org.

New members for EAFA

The seven new members welcomed into the association from 1 January 2004 are:

Roller Group:

- Alcomet, Shoumen, Bulgaria
- Mikhalum, Mikhaylovsk, Russia

Converter Group:

- A&R Carton AB, Malmo, Sweden
- ASAS Packaging Printing Industry & Trade Co., Ankara, Turkey
- F. J. Warren Ltd., Luton, England

Container Group:

- Mazlum Ambalaj Sanayi Ve Dis Ticaret A.S., Istanbul, Turkey
- Watson & Watson, Glasgow, Scotland



Find out more about alufoil !

– visit www.alufoil.org where you can find out all about every EAFA member, make business enquiries and see the latest news about alufoil applications and the industry.

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