

Making the most of summer

With the arrival of summer, most of us dream of getting out into the countryside, into the garden, away on holiday. The longer days and warmer weather can mean fun and relaxation.

There are many ways in which aluminium foil is helping us to enjoy all the opportunities that the summer brings. As well as the more visible ways, such as the 'instant barbecue' (illustrated here), alufoil is making a key, yet often hidden, contribution to making food and drink better protected and convenient to use.



Statistics:

2004 starts well

The first quarter's shipments of aluminium foil provided a promising start to this year with an increase of nearly 1% compared with first three months of 2003 – which were also high. These statistics mark a strong recovery from the slow down in sales during the fourth quarter of last year.

Details of the Q1 figures and the long term comparison can be seen on the EAFA website.

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Latest study scientifically confirms – Alufoil stops permeation of organic molecules:

The barrier performance of aluminium foil in packaging has been the principal reason for its widespread and constantly increasing specification for use with sensitive foods and other products. Now there has been the opportunity to scientifically prove the case for alufoil in an independent and laboratory-based experiment.

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Alufoil Trophy 2004 – enter now!

The closing date is 30 November, but why not enter your latest alufoil packs now at 'alufoil.org'?



Summertime with alufoil

Sustainable ways to cook in the open air!



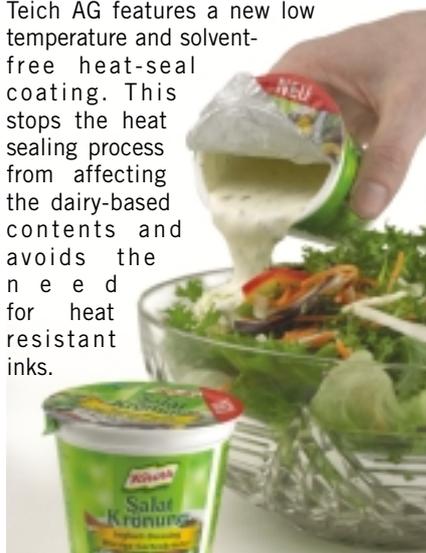
On a warm summer's day there's no greater fun for a picnic on the beach, in the country, or when enjoying a day's fishing than to light up an instant barbecue kit and to cook an 'al fresco' meal for family and friends. The pre-packed alufoil barbecue tray complete with charcoal and instant lighting has long been a popular and convenient way of enjoying this cooking method. The 'instant barbecue' is economical; there's virtually no mess; the ash residue can be safely disposed of, once cold, and the alufoil tray put into the recycling bin for the aluminium to be fully recycled. The empty tray can also be re-filled with fresh charcoal and used again.

Rectella International Ltd first invented the Instant BBQ 18 years ago under the sector-leading 'Bar-Be-Quick' brand. Today the product sells over 2.5 million units a year to the major retail multiples, wholesalers, garden centres and independents around the world! Along with the Instant barbecue which is made at the factory at Burnley, UK, Rectella offers everything for the whole barbecue occasion including Instant Lighting Charcoal and the larger Instant Party Barbecue pack.

A fresh idea for summer salads

Knorr Salat Krönung is yogurt based salad dressing in an alufoil-lidded pack. Fully protected, easy to open and to use and perfect for the picnic basket.

The gravure-printed lid produced by Teich AG features a low temperature and solvent-free heat-seal coating. This stops the heat sealing process from affecting the dairy-based contents and avoids the need for heat resistant inks.



An alternative way of open air cooking is the solar cooker – increasingly popular where sunshine is plentiful and fuel is not. This one is made out of empty Tetra Pak cartons, using the highly reflective alufoil inner surface. A perfect example of 'recycled' packaging used to save fossil fuels.

Picture courtesy Solar Health and Education Project, Kenya. More: www.solarcookers.org

Guaranteeing the quality of 'liquid gold'

Fundamental to the Mediterranean diet, olive oil is synonymous with health and quality living. Isnardi, a Ligurian producer for more than 90 years, wanted to guarantee protection of this precious and delicate oil. Starting with its Ardoino brand in 1978, the company now also uses an outer wrap of aluminium foil for their 'le Petre Brune' and 'Isnardi' brands.

The alufoil, produced and printed by Carcano Antonio SpA, not only preserves the oil's organoleptic properties but epitomises a product regarded by epicures as 'liquid gold'.



Alufoil stops permeation of organic molecules:

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Published early this year, were the results of a scientific investigation by FABES Research GmbH carried out as a contribution towards the list of acknowledged effective packaging barrier materials which will be included in the European Commission's Super Directive on plastic materials and articles intended to come into contact with foodstuffs. This regulation will also

cover multi-layer structures of different materials provided the food contact layer consists of plastics.

Alufoil: a functional and absolute barrier

For laminates containing alufoil with a thickness of at least 6 µm, the experiments revealed that, at 100°C, the migration limit of 10 ppb is not exceeded for at least 30 hours. Such severe conditions would never be encountered in

the use of a packaging material even under the worst conditions. The experimental conditions therefore confirmed unambiguously, and by the resulting scientific data, that an alufoil layer of at least 6 µm thickness must be considered an absolute barrier in terms of food contact applications.

A copy of the report by the authors – Dr. Otto Piringger and Dr. Rainer Brandisch – is available from the EAFA website.

'Good Health' for drinks packs!

Alufoil – helping us to enjoy our drinks

More than ever, aluminium foil is heavily engaged in the packaging of drinks of all types – juices, beer, wine and sports drinks. Aluminium bottle capping developments are bringing greater convenience than ever before and alufoil and foil laminated cartons continue to find new applications.

Screwcaps

The last days of the corkscrew?

Now there is a new wave sweeping the wine business. It comes in the shape of the aluminium screw cap – and many experts are supporting the change.



Leading the way is Britain's largest retailer Tesco. From a start in 2002, already there are over 100 wines in the Tesco 'Cellar' with an aluminium screwcap closure. Tesco wine sales in this format are approximately 15 million bottles a year and many of the premium brands are now capitalising on the popularity of the closure.

The reasoning behind this challenge to tradition is the superior reliability of the screwcap in reducing the spoilage of wine and its greater consumer acceptability compared with the artificial cork.

The trend is not just in the UK. In an international comparative *tasting of wines sealed with natural cork, synthetic cork, screwcap and crown cap, the screwcapped wine was preferred in over 50% of those tasted.

**Wine International Magazine: 'Show stoppers', by Robert Joseph, 4 September 2003*

Alcho-Pac sachets:

Revolutionising the 'miniatures' market

The new handy laminated aluminium foil sachets of whisky, gin, brandy and vodka are fast becoming a practical and popular way of dispensing single measures of spirits. In addition to the established wholesale, contract and catering outlets, airlines are interested in this new, space and weight saving alcohol packaging concept.

Several advantages are claimed by the UK-based producer Alcho-Pac Limited: the unit price is cheaper than the glass-packaged 5cl miniature equivalent; weight and space are greatly reduced; preparation for the serving of large parties can be much faster; theft and fraud minimized and safety increased. The perforated Alcho-Pac sachet is easy to open and to pour, enabling the consumer to monitor the exact amount of alcohol consumed. (ie: one UK 'unit' per sachet).

Alcho-Pac has now launched 'Paxton's', its own brand label, for quality 25ml Whisky, Gin, Brandy and Vodka sachets, with a new shaped 'Vodka Shott', sachet available in the 5cl size.



Champagne:

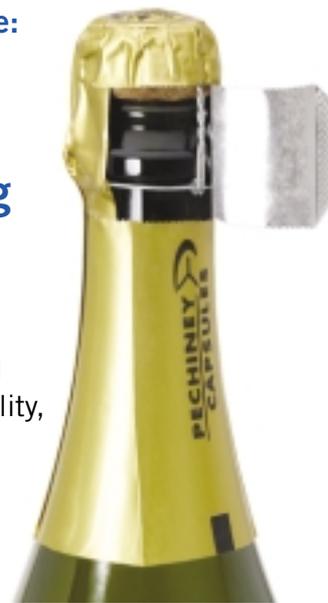
Now an easy-opening alufoil hood

A traditional mark of quality, the alufoil Champagne hood has just been updated.

Pechiney Capsules, now part of Alcan Packaging, has introduced a patented 'easy-opening' hood especially for Champagne. The design incorporates a wide tear tab which is neatly moulded to the shape of the bottle neck, but is also easily lifted and peeled open to expose the traditional wire cage and eyelet.

Because the foil tears cleanly away, it leaves the rest of the skirt in place for top quality presentation in the ice bucket. The new alufoil hood is ideal for restaurants and can be decorated, embossed and finished in a variety of ways to match the identity and style of the brand.

More: www.pechiney-capsules.com



Drinks packaging

Sustainable development

Tetra Pak wine cartons:

A chance to create 'new' brand personalities

The personality of a brand and the consumer's empathy with it can mean the difference between growth and decline. The wine business, traditionally conservative, is finding new pathways to brand differentiation and consumer convenience.

Why shouldn't wine be packaged in foil-lined cartons – which can protect it effectively and economically, and also in easily handled single portion cartons, just like mineral water or fruit juices? Whether the wine is a special vintage required in smaller portions, a festive 'special', something refreshing to go with a picnic or just wine for the 'Coq au Vin', the carton format can offer both fresh convenience and brand innovation.



There is also the design opportunity offered by the carton pack's advantage of 'all surface labelling' and the choice of formats from the large full litre sizes to the handy 18.75 cl and 35 cl 'single portion' packs.

Already more than 2 billion alufoil-lined wine packs are sold globally by Tetra Pak – a success that the company puts down to the incomparable logistical economy of cartons and the full



protection of the wine from light and oxygen. Combine these assets with weight saving, unbreakability and a high level of sustainability, and the technical case for cartons is a powerful one.

In the USA, Canandaigua Wine Company has launched a new level of convenience and freshness to wine consumers with the introduction of its Almaden Red Sangria in a Tetra Prisma® package. This is claimed to be the world's first wine product packaged in the 500 ml Tetra Prisma® format.

Swiss aluminium recycling in top form

Latest EMPA study backs aluminium packaging

Switzerland continues to lead the world in the collection of aluminium packaging for recycling: 91 per cent of aluminium cans, 75 per cent of aluminium foil containers and 40 per cent of aluminium tubes go back into the loop.

The latest Swiss sustainability study by the Federal Laboratory for Materials Testing and Research (EMPA) focused on aluminium containers and tubes (aluminium cans were the subject of an earlier study in 2001), analysing how well they performed in relation to economic, environmental and social criteria.

The main highlights of the study's conclusions were economic benefit and fairness throughout the value-added chain as well as the potential for innovation in the aluminium industry as a whole. Paul Gilgen, of EMPA, said: *"The study clearly showed that aluminium measures up on all fronts. In particular, improved production processes, reduced input requirements and its suitability for recycling made aluminium an ideal packaging material in all three key respects. Its moderate cost made it economically attractive and it also had a convincing environmental profile, provided it was collected for recycling."*



A convincing case for aluminium petfood packaging

Annual sales of smoothwall alufoil container packs in Switzerland total around 120 million, and pet owners already bring 75 per cent of their used containers to local collection points.

Alupak AG, Swiss-based manufacturers of smoothwall alufoil pet food containers, hosted a recent press reception organised by IGORA, the Swiss Organisation for the recycling of used aluminium packaging. The alufoil dish – especially well suited to wet food – is a preferred form of packaging for pet foods. According to Dr Sandra Kobelt of Masterfoods AG, *"Cats and dogs like wet food as part of their diet because it most closely resembles natural prey and has a more intense flavour"*. Aluminium containers are also ideal for portion control, stack easily, can be stored for a long time and can even be used as feeding bowls.

More details: www.igora.ch

Tetra Pak advertising brings attention to the benefits of carton packaging

A very positive advertising campaign was recently run in Germany. Projecting a theme of 'protection', the ad series put a convincing case for the use of cartons for food packaging. Long life food and beverage cartons are lined with aluminium foil to protect the contents from any deterioration caused by light and the permeation of aromas and contaminants.





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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