

The “New Young” breathe life into premium brands

Gone are the days when Grandpa was happy to wile away his retirement pottering in the garden and reading the newspaper interrupted only by eating the same meals Grandma has been preparing ever since they were married.

These days Grandpa is just as likely to be travelling the world following his favourite football team – or even playing the beautiful game himself; while Grandma goes on a world cruise with her friends from the golf club.

Today's trends in consumer behaviour are shattering traditional assumptions. For a start, the changing senior (50+) group – the so-called ‘new old’ or ‘best agers’ or Infoil's favoured term the “New Young” – has resulted in the creation of a generation with higher disposable income but, in many cases, less leisure time as they continue to work for longer.

The “New Young” are also more experimental and are willing to pay a premium to trade-up to higher quality, convenient foods and drinks, and products that provide proven health benefits. Today their busy lives mean they crave con-



venience meals just as much as the younger generation; but not by sacrificing quality, health and individuality.

For example, in 2004, seniors accounted for 26 per cent of the European €16.1bn ready meal market, according to a new report from Datamonitor. French seniors are Europe's biggest spenders on ready meals (€1.27bn), next comes the British consumer (€1.18bn), then the Germans (€1bn), and Swedes (€330 million).

Plus the group accounts for approximately 50 per cent of the population of Western Europe, so brand managers should be taking note of some of the facts:

The “New Young” are willing to spend above average on branded food products and functional foods like cholesterol lowering products.

Quality is also a key factor; economy-style ready meals are not for them. They want something tasty and healthy to eat with a fine bottle of wine.

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Last call for awards entries

Don't miss your last chance to enter the Alufoil Trophy 2006 which awards European aluminium foil packaging solutions that provide excellence in innovation, convenience and environmental responsibility.

The closing date for entries is October 31 2005.

Entry details and entry forms: www.alufoil.org

Healthy demand for Alufoil

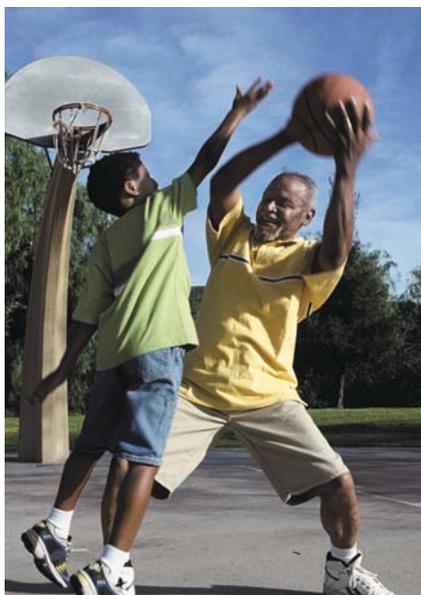
EAFA figures for the first six months of 2005 indicate that shipments of aluminium foil have maintained the healthy level set in the first quarter.

Sales for the first six months increased slightly by 0.3 per cent to 430,600 tonnes. Domestic shipments suffered a slight decrease of 2 per cent but exports grew by 13 per cent. Industry expectations for the whole of 2005 are for good sales levels to continue.

For the latest EAFA statistical information, visit www.alufoil.org.



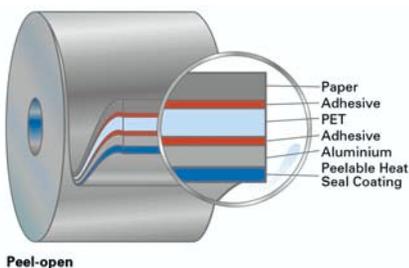
The "New Young"



Secure and senior friendly

Pharmaceutical blister foils must provide security for children and according to Alcan Packaging its GUARDLID™ child resistant blister lidding offers safety, security and convenience.

GUARDLID™ alufoil-based laminates, incorporating either a polyester or oriented polyamide film and paper, offer the necessary puncture resistance and enhanced peelability



required to meet US and European legal provisions. The company provides a wide variety of child resistant blister lidding laminates in both peelable or peel-push variants and claims to have invented the first child resistant blister lidding material.

Carefully engineered bond strengths are used to provide the necessary peel-push, peel-open or tear-open features desired for the final product.

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Seniors also want to look good and today account for almost 40 per cent of all European personal care sales; higher than younger groups who traditionally have been the focus of most marketing activity.

The New Young also have a sweet tooth, according to Datamonitor's ConsumerGraphics Database.

Confectionery consumed by the over-55s in Western Europe accounts for 22 per cent by value of the region's €31 billion confectionery market.

There is a growing tendency to view confectionery as a premium, indulgent and adult product, moving away from traditional sweet shop favourites towards more luxurious chocolates that appeal to more sophisticated adult tastes.

If predictions are correct, the over-50s will become more important than the youth market but will not be fobbed off with gimmicks.

Practical lidding for ready meals

A practical alufoil lid for ready meal trays which has been proved to be as easy for the 50+ age group to open as any consumer is available from Novelis OHLER Packaging Systems.

The new Comfort Lid has four large tear tabs and is the result of work carried out from evidence provided by the GGT – German Society of Geriatric Technology. The GGT represents the growing market sector of people in the age group 50+ and has experience in acting for industry, grocery and the skilled trades.

Characteristics of the previous lid were

two small tear tabs on the short side of the meal tray and one on the long side. The new lid has four large tear tabs, one on each side, which enables easy removal of the lid in one movement and avoids contact with the hot meals.

The new lid, typically 48 microns, was tested in private households and a home for elderly people where the new

lid was compared with the existing one. The majority of participants in the trials confirmed that the new lid was much easier to use. Importantly the new lids can be applied on the same closing machines.



Seniors give pharmaceutical blister packs muted praise

The changing senior group are creating the need for senior-friendly features in pharmaceutical packaging design. For example, technical research association Faraday Packaging Partnership's Pharma Packaging Study provided some interesting results when consumers were questioned about the type of packaging they preferred:

- 50 per cent preferred blister packs
- 33 per cent preferred a bottle with a

push-and-turn lid

- 16 per cent preferred a bottle with a squeeze-and-turn lid.

Blister packaging will generate the highest worldwide growth among all pharmaceutical packaging products, with demand increasing by 6.6 per cent annually to \$4.9 billion in 2007, according to a Freedonia report.

Western Europe will provide an especially strong regional market for blister

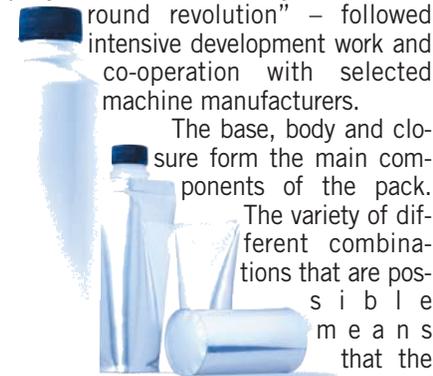
packaging as legislation dictates that the majority of prescription drugs dispensed directly to patients in European Union countries must be provided in unit dose packs.

The report goes on to say that among the other reasons for the growth in blister packaging are its broad adaptability to unit dosing which improves safety and compliance and help defend against counterfeiting.

The “round revolution”

Visitors to interpack 2005 would have seen Huhtamaki Ronsberg's Cyclero innovation, billed as a revolutionary new generation of multilayer flexible packaging.

The special challenge was to develop an alufoil-based flexible pack without the disadvantages of a conventional can, glass or board packaging, says the company. The creation of Cyclero – “the round revolution” – followed intensive development work and co-operation with selected machine manufacturers.



The base, body and closure form the main components of the pack.

The variety of different combinations that are possible means that the

customer can be supplied with a tailor-made product. The base can be flexible or rigid, with or without a barrier, while the body consists of a 3- or 4-layer material combination. Aluminium is the preferred barrier material for Cyclero to produce laminates of OPP(or PP)/ALU-FOIL/PP in thicknesses from 100 - 200 microns depending on the demands of the application. A variety of different processes may be used to pack and fill the product including aseptic, hot filling and sterilisation.

The round body is comfortable to hold, stable, and squeezable, and is handled in a similar way to a bottle or a can. Easy opening, reclosability, barrier properties and the hygiene protection provided by the drinking opening are some of the features offered by the closure. The pack also has sound environmental credentials weighing substantially less than a bottle or a can.

Watermark for brand protection

A new approach to brand protection for pharmaceutical and healthcare products has been taken to produce the Cpl security foil from Teich AG.

Seen as an excellent solution for medium to high quantities of product, the Cpl security foil is a personalised aluminium that has a mechanically treated surface that provides a unique



optical effect or “security watermark”. The benefit is that images cannot be removed from the surface without destroying the material thus providing protection against tampering and illegal copying.

It is based on a special foil rolling technology to produce roughness differences in the nanometer range. Images can act as an overt or covert feature and be incorporated in any packaging material containing aluminium such as a blister foil, sachet or strip foil.

The aluminium gauge is not affected by this new Cpl security foil and converting the aluminium is identical to standard foils.

PeeliCan serves up ‘catch of the day’

PeeliCan, a complete lidding system for the fish industry, is claimed to offer a modern, clean and user friendly alternative to conventional ring-pull cans.

Developed exclusively for Alupak AG in Switzerland, the Alcan Packaging Rorschach and Alcan Packaging Singen development consists of:

- aluminium containers and lids (either single-coloured or multicolour printed)

- a modular machine concept (filling, ultrasonic sealing, integrated quality control system)

The foil specifications for the printable container and lidding foil have been designed to match the specific requirements for the application.

Alupak AG played a key role in developing the new filling and sealing technology.



Heat seal lacquer

Hueck Folien and Honeywell have developed a heat seal lacquer for push-through blister foils to give extended shelf life and attractive appearance.

The new lacquer allows the same properties to be applied to both the lidding and bottom aluminium foils, and was developed for use with Honeywell's Aclar INTM. It may be used in direct contact with the product, satisfies all pharmaceutical requirements and is FDA approved.

The broad sealing range of the new lacquer (180-250°C) guarantees optimal processing performance at high speed on all machine types (plate or roller sealing).

Straight and easy

Terolen a new easy tear alufoil laminate material that is claimed to open straight and easy has been introduced by Huhtamaki. It is suitable for a range of polyolephine-based laminates across a number of applications including stand-up pouches, pillow packs, pouches sealed on three or four sides, square bottom pouches or flow wraps.

Consumers need to apply very little opening force to achieve a straight tear. The material also has good puncture resistance and high transparency.



Groundbreaking recycling initiative

Alcoa Alumínio has joined packaging giant Tetra Pak, paper manufacturer Klabin and engineering company TSL Ambiental to inaugurate the world's first plasma technology liquid carton packaging recycling facility in Piracicaba, Brazil (see right).

The use of plasma technology enables the total separation of aluminium and plastic components from the cartons. This innovative process constitutes a significant enhancement to the current recycling process for liquid carton packaging, which up until now separated paper, but kept plastic and aluminium together.

The plasma process provides another option for recycling, allowing for the return of all three components of the package to the production chain as raw material. For example, Alcoa, which supplies thin-gauge aluminium foil to

Tetra Pak for aseptic packaging, uses the recycled aluminium to manufacture new foils.

The new plasma facility has the capacity to process 7,200 tonnes per year of plastic and aluminium, corresponding to recycling approximately 29,000 tonnes of aseptic packaging. The emission of pollutants during the recovery of the materials is minimal, handled in the absence of oxygen without combustion, yielding an energy efficiency rate close to 90 per cent.

"This project synthesizes the best that sustainability can offer, in the form of partnering, technological innovation, environmental enhancement and social development. Alcoa is proud to participate in the roll-out of this pioneering technology," says Franklin Feder, president of Alcoa Latin America.



News

Proud moments for trophy winners



Winners of the Alufoil Trophy 2005 received their awards during interpack 2005 on the EAFA stand.

Here Impress Group chief executive Francis Labbé receives a Trophy from Ingrid Mühlböck, EAFA PR Chairlady, and Stefan Glimm, EAFA Executive Director (left).

EAFA support for foil packaging in Russia

EAFA supported the 'Aluminium in Packaging' Conference run during Alumpack 2005 part of Rosupack, Russia's largest packaging show held in Moscow in June this year.

Delegates heard presentations from

Wilson Nicholl, of Nicholl Food Packaging, Vice-Chairman of EAFA's Container Group, and Guido Winsel, EAFA Manager Foil, about the aluminium packaging industry and growth opportunities in international markets.

Alufoil – a sound Eco Alternative

A new UK study that suggests there are significant economic benefits in including metal cans and foil in kerbside collection schemes has been roundly welcomed by the metal packaging industry.

The study, funded by the UK Department of Trade and Industry (DTI) and conducted by Dr Julia Hummel of Eco Alternatives, examined the economic impacts of including metal packaging (aluminium and steel food and drink cans, and foil) in multi-material kerbside collections of household recyclables.

The study concludes that there are likely to be quantifiable economic benefits if metal packaging is part of kerbside collection schemes.

Paul Martin, chief executive of Alupro (Aluminium Packaging Recycling Organisation) claimed that the study showed, even at low levels of recovery, collecting metals can reduce overall refuse and recycling collection and disposal costs.