

Alufoil Trophy 2006

CHAMPIONS OF INNOVATION

This year's hotly contested Alufoil Trophy 2006 awards reflected the growing importance of aluminium foil in today's packaging mix.

The independent judging panel was delighted with the quality of the 20 entries as was summed up by leading independent judge Dr Jochen Hertlein, Head of Culinary Packaging, Nestlé Germany: "The sheer diversity of applications within entries to the awards and, most particularly, the five winners proves conclusively that alufoil is an important part of the packaging mix."



Dr Jochen Hertlein
Head of Culinary Packaging
Nestlé Germany:

"Whether you are looking at product protection, extended shelf life, decorative techniques and shelf standout, or consumer convenience, the winning packs prove that alufoil continues to play an essential role in packaging."

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Trophy winners clockwise from top left: Zinglez - Amcor Flexibles/Weidenhammer Packaging; Field Liner - Protective Packaging; Theolya - Breger Emballages; Adper - Alcan Packaging Tscheulin-Rothal; Levitra - Constantia Packaging/Teich.

Ready meals cooking up a storm

Aluminium foil is playing a successful part in the burgeoning global market for ready meals with a number of applications stealing the headlines.

The value of the ready meals market in Europe was estimated to be €16.1bn in 2004 with growth forecast at 16.5% over the next five years, according to Datamonitor reports. Average consumer spends were highest

in Sweden and the UK at €105 and €61 respectively. Mediterranean countries tend to spend less due to their strong tradition of cooking in the home. In the UK the Institute of Grocery Distribution puts the value of the ready meals category at £1.5bn, with growth at 6% per year.

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2006 outlook: healthy demand

Shipments from European foil rollers reached an all time high of 839,000 tons in 2005. Although this represented only a slight increase of 0.5% on 2004 figures, exports grew significantly by 9% while domestic shipments decreased by 1%.

Indications for 2006 are providing

industry optimism for continued slow but steady progress with export growth in 2005 set to continue. This underlines the global leadership of EAFA's foil rollers in manufacturing excellence and innovation.

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

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Alufoil Trophy Winners 2006

Kimono stands up for Japanese fresh tea

The clever and original Kimono-shaped design of the Theolya stand up refill pouch for Japanese fresh tea from Breger Emballages offers excellent on shelf impact.

It was hailed as, "Very innovative and a wonderful design involving complex folding that provides real shelf impact and novelty," by leading independent judge Dr Jochen Hertlein.

The specially designed structure of the base ensures that the pack remains stable on the supermarket shelf ensuring excellent visibility.

André Wozniak, Chief Marketing Officer, of Breger Emballages, explained, "The Doypack is formed with a rounded base to improve its



steadiness on shelf. Aluminium foil is the ideal structure for a stand up pouch providing excellent folding characteristics and the barrier qualities to guarantee freshness and flavour of the tea."

In the opinion of the judges the combination of all these elements, and in particular the original use of the traditional Japanese costume design, provided a well-thought out and novel pack with excellent on-shelf impact.

Theolya also produces a metal tea caddy that can be refilled from the pouch. The pouch features an easy-open horizontal tear mechanism with an opening diameter of just a little less than the caddy for easy filling.

Perfect protection against counterfeiting

Perfect protection against counterfeiting of pharmaceuticals is being claimed by Constantia Packaging/Teich for their award winning security foil.

The Cpl Security Foil, used for Levitra by Bayer Healthcare, won a trophy for its innovative 'fingerprint' anti-counterfeiting technology.

The anti-counterfeiting feature is incorporated within the alufoil itself at the rolling mill stage and creates a unique optical effect. Any imitation by subsequent converting processes like lacquering, printing or embossing can be easily detected.

"During rolling", explained Dr Martin

Kornfeld, Head of R & D at Teich, "the surface structure is modified by specially designed rolling cylinders in certain pre-defined areas in a sub-micron scale. This produces different grades of reflected light that for example are visible as characters or logos. The surface modification cannot be removed from the foil without destroying the surface itself and the surface structure provides a defined 'fingerprint' under a microscope."

Dr Jochen Hertlein said, "An innovation that goes to the heart of the growing problem of counterfeiting."

Cpl Security Foil can be converted as



a standard rolled foil and applied to any kind of packaging material as overt or covert security.

Breathing new life into traditional packaging

A new lease of life for traditional packaging is provided by Amcor Flexibles and Weidenhammer Packaging with its



foil-based composite container for Zinglez coffee pads.

Dr Jochen Hertlein said, "This entry breathes new life into old packaging and creates a consumer friendly and decorative pack by combining the best of the new with the best of the old."

The Zinglez aroma-sealed coffee-pad pack reflects the shape of the pads and results from a commitment by both companies to continuously enhance and redevelop premium packs for new product innovations.

The Zinglez pack provides the Ahold Coffee Company, of the

Netherlands, with a pack that offers good product protection from the point of production through to the home. It also provides shelf standout in this highly competitive sector.

Rolf Regelman, Director Sales and Marketing, Weidenhammer said, "The key to the success of this can is the marriage of the composite can with its inner alufoil layer, alufoil lidding film, and the SoftValve which work together to keep the full flavour of the pads over a long period."

Once in the consumer's home the pack is recloseable, providing optimum convenience.

Alufoil Trophy Winners 2006

Dental market benefits from innovation and ingenuity

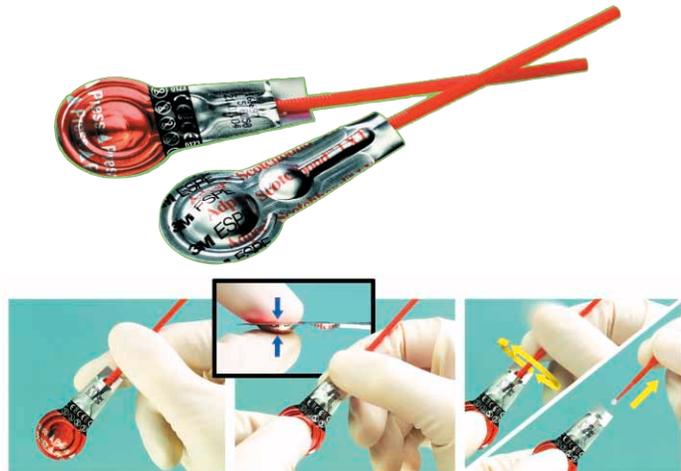
Innovation and ingenuity were combined with simplicity of application to create a unit dose system for dentists.

The entry was based on a specially developed Alu/PE film laminate from Alcan Packaging Tscheulin-Rothal for Adper™ Scotchbond™ 1 XT Dental Adhesive from 3M ESPE.

This one-component, unit dose packaging concept was designed and assembled by 3M ESPE, and features an integrated applicator that allows dentists to apply adhesive fluid hygienically and easily.

The convenient package, which ensures consistent and accurate application, is opened at a predefined breaking zone simply by pressing the fluid compartment with thumb and index finger. The unit dose pack also ensures that there is minimal product spoilage.

Uli Grafmüller, Manager of Product Development, Alcan Packaging Tscheulin-Rothal (APT) said, "Winning this award demonstrates that 3M ESPE is a leader in providing innovative dental products



and proves that close co-operation with the customer can be very fruitful. It also highlights APT's expertise as a specialist producer of high-end material laminates."

Dr Jochen Hertlein commented, "An ingenious system for the dental market that has been user driven. The solution has been well thought out and implemented."

Ideal for small volumes of liquid or

paste the pack has a tight seal along the outer contour of the pack plus a peelable PE film seal between the compartments. Alufoil provides protection against light and most importantly against liquid and vapour penetration; a key requirement as the product contains a solvent.

The pack uses only a minimal amount of material and ensures a high level of hygiene.

Groundbreaking active liner that saves trees

A technical breakthrough in active packaging is claimed by Protective Packaging for its groundbreaking Field Liner that extends the life of timber poles while in the ground.

The Field Liner, invented by Professor Albin AW Baecker, Chairman of Biotrans UK, is an adhesive lamination of four layers. Two of these layers create the innovative active packaging element: The inner polyethylene layer is impregnated with a proprietary fungicide to prevent fungal growth while a second PE layer is impregnated with a proprietary insecticide to prevent termite damage to the wood.

An alufoil layer provides barrier protection between the two active film layers to prevent harmful wood preservatives (e.g. creosote or CCA) from leaching out and contaminating the soil. The aluminium layer also allows the preservative to penetrate further into the wood than would otherwise be possible. The outer layer is reverse printed polyester.

The simple to use design of the

Field Liner makes it easy for the pole planter to fit the liner to the pole immediately prior to insertion into the ground.

"The overwhelming benefit of using the Field Liners is that they save trees. Additionally huge cost savings result from the extended usage life and a massive downsizing of any remedial treatment programmes," explains Simon Jolly, Joint Managing Director, Protective Packaging.

Dr Jochen Hertlein observed, "The use of an alufoil layer to aid preservation of the wood and protect the environment, along with the active packaging material layers to further this process is a technically innovative concept."

He added, "Although this entry is not directly applicable to the food market,

active packaging concepts that for example incorporate antioxidants are the subject of much discussion for fresh foods and any application – even for a completely different market – will support the introduction of active packaging concepts for food products."



Ready Meals

Trendsetting convenience solutions

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Much of the success of ready meals can be traced to a number of demographic changes including the prevalence of single-person households and the rising number of working women. Interestingly, as in many market sectors, the senior population is also getting in on the act with some 26% of over 55s in Europe responsible for all ready meal purchases.

The trends offer the packaging industry a number of growth opportunities with alufoil bringing many advantages to the market. It is conducive to



Crown Food Europe's alufoil based Peel Seam opening system for steel bowls is being used by William Saurin, France

heat which helps minimise cooking, chilling and reheating times. It can also even out temperature gradients within the food, helping to maintain product quality and provide energy economy.

Graphic Packaging's MicroRite, a microwaveable material made of aluminium and polyester laminated to a paperboard base, has found success in Europe for lasagne and expansion into other product areas is forecast.

Another success story is the Peel Seam™ opening system for steel bowls from Crown Food Europe. It consists of a peelable flexible aluminium lid sealed on a 99mm polymer-coated ring, which is then seamed to the 314ml polymer coated steel bowl. The single-serve solution was used to

Study boosts use of alufoil in microwaves

The preliminary findings of an in-depth study on the safe use of alufoil in microwave ovens, undertaken by the Fraunhofer Institute, Germany, show that both packaging containing alufoil and alufoil containers are not only safe to use in the microwave but also have many advantages.

The independent study, which is due to be published shortly, highlights alufoil's heat conformity characteristics as a major advantage for microwave food packaging. Among its other advantages are its heat conductivity, good visual appearance and recycling credentials.



Alufoil containers like this from Nicholl Food Packaging for Tesco provide a good example of foil's convenient credentials

launch a new line of meat salads - Salades Gourmandes - from William Saurin, of France.

A handy ready meals microwaveable aluminium bowl with easy peel closure from Impress Group is being used for Dreistern Konserven's range of Hot & Cool products. The packs come with a plastic over-closure for use during heating and a fork for convenience.



The microwavable alu-bowl and easy peel closure from Impress Group.

EAFA NEWS

Dr Hendrik Brenig, senior vice-president foil, Hydro Aluminium, has been elected president of EAFA. He was also elected chair of the Aluminium Roller Group.

Dr Brenig said, "I look forward to helping drive plans to support the growth of alufoil and promote its benefits for packaging."

Franz Reiterer, director Business Unit "Dairy and Food", Constantia Flexibles, is the new chairman of the PR Committee. He commented, "I really believe in the positive properties of aluminium foil and want to strengthen its innovative force."



Dr Hendrik Brenig



Konstantin Thomas



Franz Reiterer



John Durston

Flexible European alliance

Flexible Packaging Europe (FPE) has formed an alliance with EAFA to create a single voice for the European flexible packaging industry. EAFA's Converter group has been renamed FPE. John Durston, deputy chief executive, Amcor Flexibles, has been elected vice-chairman.

FPE is headed by Konstantin Thomas, Hueck Folien, who is also EAFA's vice-president.

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