

# In the summertime

This summer promises to provide a bonanza for aluminium foil. It is not just the football fever spreading across Europe and the world as the FIFA World Cup™ gets under way in Germany this month that is expected to light up opportunities for barbecues and outdoor activities; all forms of alfresco dining and other outdoor activities are on the increase.

The demand for bottled beers, a glass of your favourite wine with a barbecued burger, sausage, steak or your favourite fish, covered with your favourite marinade or barbecue sauce, all summer products look set to soar.

However, even without a major sporting event bolstering summer sales barbecuing is big business. According to research company TNS, UK sales of barbecue related products in 2005 – red and white meat, vegetarian burgers, grills, sausages and marinades -



amounted to some €1.2bn. If you add alcohol the figure soars to €4.6bn in the UK alone; multiply this across Europe and the figure must reach astronomical heights.

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## Foil market on the up

Significant growth of European aluminium foil shipments in the first quarter of 2006 confirms the real optimism of European foil rollers about the potential for alufoil in today's packaging market. Statistics from the

European Aluminium Foil Association put sales growth at about 4% underlining the global leadership of the European foil industry.

For the latest EAFA statistical information, visit [www.alufoil.org](http://www.alufoil.org).

Sun yourself safely at the WORLD CUP

Amcor Flexibles produced and printed this 4-layer press laminate sachet of sun cream. Sachet production kindly fulfilled by Sampling Innovations and ACP.

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## Alufoil Trophy 2007

Don't miss your chance to enter the Alufoil Trophy 2007 which awards European aluminium foil packaging solutions that provide excellence in innovation, convenience and environmental responsibility.

The closing date for entries is October 31, 2006.

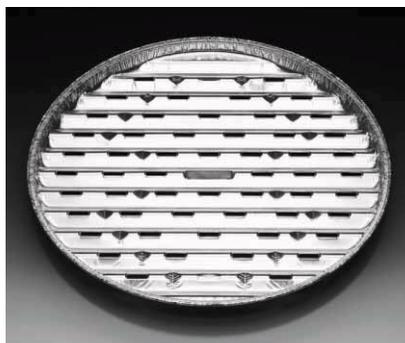
Entry details and entry forms: [www.alufoil.org](http://www.alufoil.org)



alufoil for your protection

Sun Cream

# Summer Showcase



## All set for a healthy BBQ

The new round ALPAC® Aluminium BBQ tray from Novelis OHLER® Packaging is ideal for round grills.

With fat-catching grooves designed to prevent fat dripping into the charcoal beneath, your neighbours will be thanking you for preventing smoke drifting into their gardens.

The recyclable tray is available in diameter of 34cm and is manufactured from non-converted aluminium foil of 80 µm.

## Snack time made easy

Alufix™ Dry, an Easy peel aluminium foil membrane from Alcan Packaging Singen, has replaced steel EOE for peanuts from Ültje Erdnüsse.

Its use means that no jagged edges are left on the membrane of the can when opened.



The Alufix Dry lid strip is sealed to non-lacquered tinplate rings and features a standard pull-tab for ease of opening.

The 60µm foil is double rolled and fully annealed.

EAFA Infoil 24: Summer 2006

## Refreshing iced teas

Iced tea is growing in popularity across Europe prompting Coca-Cola to opt for the combifitMagnum aseptic carton packaging from SIG Combibloc to position its popular NESTEA products.

The cartons are lined with 6 µm foil with excellent surface and runnability properties supplied by Hydro Aluminium. The 1.5 litre cartons with convenient combiTwist screw cap were chosen to give market differentiation.

The cartons have four large display surfaces and, according to Martin Hilfer, Brand Development Manager Tea & Coffee at Coca-Cola in Berlin, this was one of the main reasons for

the change from PET bottles to the combifitMagnum: "This large, eye-catching carton from SIG Combibloc sets us apart from the competition."



CombifitMagnum aseptic carton for NESTEA iced teas

## Pouch lights the way

The Qbag, an aluminium foil pouch with an easy peel and self-venting polyester window suitable for both the oven and the barbecue, from FFP Packaging Solutions, is helping food manufacturers extend the reach of their products into the home barbecue market.



The product is visible to the chef during cooking and the pack expands to provide a 'chamber' that self-vents to allow pressure and steam to escape safely. The easy-peel polyester window allows good product visibility, while tailored oxygen permeability supports extended shelf life for products.

The window may be peeled off during cooking so the cook can stir the product or if peeled off after cooking it will create a serving dish.

Marks & Spencer is using the concept, which won a Gold Star in last year's Starpack Awards, for its 'Pockets' range.

## Sachets enhance brand values

Promotional sachets are an excellent means of raising brand awareness and an important element of a brand owner's marketing mix. A survey from the Promotion Marketing Association (PMA) found that 87% of consumers had been induced to purchase the product through sample packs.

Guaranteed seal integrity, excellent barrier properties, high quality graphics and easy opening are the key packaging requisites that ensure the sachet reaches the consumer in good condition and provides an experience in harmony with the brand's values.



Aluminium is unrivalled for its barrier to moisture, oxygen and aroma and is the perfect solution to meet the demands of this application. This combined with

other laminate components such as PET and PE provide the excellent burst resistance required for distribution via magazine inserts or direct mail and as used on the front page of this Infoil.

Amcor Flexibles offers a range of decorative foil laminates with a number of finishes using metallic, pearlescent and iridescent inks, soft touch materials and metallised and pearlescent films combined with a high print quality.

www.alufoil.org

## World Goes Football Crazy

Love it or hate it football fever has hit Europe in a big way as the FIFA World Cup™ kicks off in Germany.

Set to become the biggest football party of all time with between seven and eight million revellers at official

fan festivals staged by the 12 2006 FIFA World Cup™ Host Cities – more than twice the total attendance at the stadiums.

This is providing many promotional opportunities for packaged brands.



## On the ball

UK confectionery group Kinnerton has launched two new designs to coincide with the World Cup this Summer.

These special St George Cross designed foil-wrapped chocolates are available in two formats: a circular foiled milk chocolate lollipop on a stick and a spherical design covering a milk chocolate ball with a crunchy truffle filling.

They are wrapped in a high quality printed, unsupported foil designed to resemble footballs from the Novelis UK site in Bridgnorth. Alufoil is ideal for this type of product as it moulds itself around these unusual shapes.



## Brazilian favourite

To keep revellers happy Haendler & Natermann, for example, has produced flexo printed and embossed aluminium foil bottle neck foils for beers from Cerpa, of Brazil.

The neck foils are flexo-printed in one of the World Cup favourite's famous colours of yellow with a touch of green.

Haendler & Natermann is expecting the special promotion to create interest beyond the World Cup and create opportunities for further drinks promotions over the summer months.

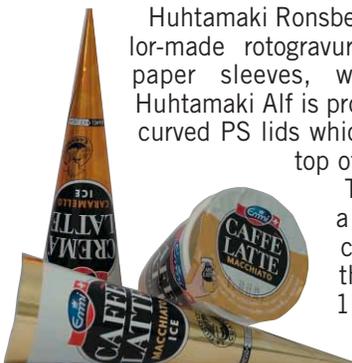
## Cool and creamy

This summer sees the launch of the premium Emmi Coninis ice cream cones, a brand extension spun off from successful cool "Caffé Latte" drink from EMMI.

Huhtamaki Ronsberg is producing the tailor-made rotogravure printed aluminium/paper sleeves, while sister company Huhtamaki Alf is producing the transparent curved PS lids which show off the creamy top of the ice cream cone.

The 110ml cones have a premium slim design created by producing the cones at an angle of 17°.

The sleeve length is 188mm.

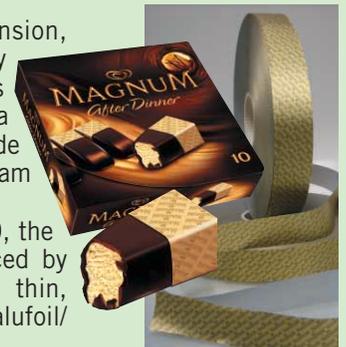


## Go MAD after dinner

Growth in indulgence and after dinner occasions is behind the launch of Magnum After Dinner (MAD) ice cream pieces which extends Unilever's famous Magnum brand into new markets.

The MAD brand extension, which has been extensively test marketed, meets consumer demand for a smaller format to eat outside traditional impulse ice cream occasions.

Sold in multipacks of 10, the MAD wrappers are produced by Carcano Antonio from a thin, embossed and printed alufoil/paper laminate.



## Alufoil packaging gets 'thumbs up' for use in microwave ovens

Conclusive evidence that aluminium foil packaging can be used safely in microwave ovens was established earlier this year in a study from the Fraunhofer Institute for Process Engineering and Packaging IVV in Freising, Germany.

The results dispel the myth that aluminium foil containers or plastic containers with a foil lid are unsafe for use in the microwave. This offers consumers conclusive proof that alufoil packs are safe to use in the microwave.



Thomas Pfeiffer, the study's author, said, "The Fraunhofer Institute conducted the heating procedures with

the microwave ovens set at maximum power and there was not a single case of damage to the microwave ovens or danger to the users."

EAFA has also adopted AFCMA's Micro-Save logo to promote the use of aluminium foil in microwaveable packs. The logo is intended to be used by packaging manufacturers as well as fillers to help educate consumers that it is safe to use alufoil packaging in microwave ovens. The full study including the guidelines can be downloaded from [www.alufoil.org](http://www.alufoil.org).

# Sustainability

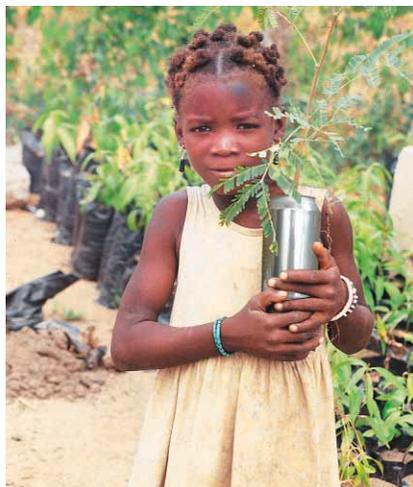
## Schools tackle climate change

More than 2,000 primary schools are finding out how recycling in the UK is helping to tackle the effects of climate change in sub-Saharan Africa, thanks to a promotion by not for profit organisation Alupro.

The schools have registered for a new resource pack and tree-growing kit which shows how a tree can be grown in the Gabio Forest, Burkina Faso, for every tonne of aluminium cans and foil recycled in the UK. The message for school children is the more they recycle, the more trees will be grown. It is hoped that enough people will get the

recycling habit in 2006 to enable 40,000 new trees to be planted.

Longer dry seasons in the area are seriously damaging the ancient forests



on which many village communities depend. Trees are dying earlier, bush fires are more frequent, and food is scarcer. So re-planting trees and learning how to manage them in the new conditions are essential for the future. The new trees which will result from a boost to UK recycling have been chosen for their food and medicinal uses - mango, cashew, baobab and nere - and because they encourage the production of honey. The first 1,000 tree-growing kits produced by Alupro were so over-subscribed that a re-run was ordered.

## Alufoil Trophy celebrations



Constantia Packaging and Bayer Healthcare joint winners of a Alufoil Trophy 2006 celebrated their win recently when the trophy was presented to Dr Hartmut Klusik (centre of picture), Head of Product Supply and Member of the Board of Management, Bayer Healthcare.

## Mozart's birthday commemorated

The 250th birthday celebrations for the famous Austrian composer Wolfgang Amadeus Mozart (January 27, 1756 – December 5, 1791) one



of the most loved and recognized musical icon throughout the world, has seen the launch of many special products.

Among these are a special yogurt carrying the Mozart name launched by Alpenmilch Salzburg. The pack has an unembossed aluminium lid printed UV-flexo from Constantia Packaging, which produces some 14 billion lids a year for a range of applications.



Austrian confectionery is famed world wide and these chocolate balls from Mirabell, part of Kraft Foods Austria, also designed to celebrate Mozart's birthday, are wrapped in a 12 micron aluminium foil printed in rotogravure from Constantia Packaging.



## Find out more about alufoil !

- visit [www.alufoil.org](http://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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