

# Life's festive luxuries

Whether celebrating a special occasion like Christmas, New Year, a birthday, wedding anniversary or just a special treat, luxury items are something we all deserve every now and then.

Luxury is a difficult word to define meaning different things to different people - owning a Porsche, going out for a meal, biting into a favourite chocolate bar, or sipping champagne - but for all of us it means something which we enjoy but which is not indispensable.

It is also one of life's ironies that while the sales of discounted products are growing so is the luxury market as low income groups display a growing desire for aspirational products.

A recent Datamonitor report 'Developing Products With A Price Premium' estimated that 63% of Europeans and Americans are treating themselves to higher quality food and drink products, and it is against this background that speciality and gourmet packaged good sales are rocketing.

Food and drink sales will reach an estimated US\$120 billion (€106.4bn) by 2009. Speciality personal care sales are also on the up with sales expected to exceed US\$6.5 billion (€5.8bn) by 2009. In 2003, there



Find out more about these luxury alufoil products inside.

were an estimated 52.5 billion premium treating occasions in Europe and the US, representing consumer expenditure of US\$19.4bn (€17.2bn).

Over the next five years these figures are forecast to grow to 65.9 billion occasions and US\$24.5bn (€21.7bn).

Today 52% of American and European consumers claim that rewarding themselves for their perceived virtuous behaviour is the main reason for buying treats.

Consumers want to feel special and are looking for authenticity and difference. Developing products that appeal to increasingly discerning and quality conscious consumers is fundamental to manufacturers wanting to exploit luxury markets. And this is where aluminium foil with its quality image comes into its own.

## Alufoil Trophy 2007

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



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.

Closing date for entries: **October 31, 2006.**

## INSIDE

**Festive and luxury products** 2 - 3

**Stealing in on the wine market** 3

**Artistic inspiration: The Infoil Art Gallery** 4

## Alufoil growth soars

Aluminium foil shipments rose by 3.7 per cent in the first six months of 2006 reaching 445,600 tonnes, compared with 429,500 tonnes in the first six months of 2005.

All sectors contributed to the growth in demand with thinner gauges used mainly for flexible packaging increasing by 3.9 per cent and thicker gauges used for containers and technical applications growing by 4.8 per cent.

Exports to countries outside the EAFA region were also up with the 1.6 per cent growth underlining the positive trend for aluminium foil.

"We expect the market to continue to develop at a high level with 2006 proving to be another record year", commented EAFA Executive Director Stefan Glimm.

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



# Christmas in a bottle

The festive season offers an ideal opportunity to pep up an existing product line with an attractive new look. A great example of



this is "Bush de Noël" a Christmas beer from Brasserie Dubuisson, of Belgium. Evocatively packaged with festively wintry scenes, the bottle neck foils are supplied by Haendler & Natermann and are rotogravure printed.

"Bush de Noël" was created in the early nineties and has enjoyed such success that it has since been brewed in limited quantities every Christmas. Haendler & Natermann produce a varied collection of high impact bottle neck foils for a range of different products (see picture.)



# Cool gift pack

A cunning pack that keeps take away wines and other drinks cool for up to 4 hours and featuring a foil liner has recently been introduced by Robinson Paperboard Packaging.

Called Cool-Air™, the twin-walled paperboard tube is manufactured from a paperboard/alufoil/Surlyn laminate to provide thermal protection.

The twin walls have an air gap between them which means the tube reduces loss of cooling due to conduction, convection or radiation. Cool-Air, which is finished off with a tightly fitting metal lid, can be used for champagnes, wines or any drink that needs to be kept chilled.

Brown-Forman, which used the highly innovative packaging for their Syrah Rosé (Fetzer) brand of wines in a key promotion at Sainsbury's across the UK, has also rolled-out the pack in North America.

The pack provides plenty of space for effective branding or product information such as how the drink is best served, tasting notes, food accompaniments, or cocktail recipes.

# Luxurious liqueurs

This glittering array of individually wrapped chocolate liqueurs designed as decorations for the Christmas Tree were produced by Carcano for customers in France and Portugal.

The pictured bottles and the Maisonette decorative chocolates were rotogravure printed in 4 and 5 colours on to 10 micron foil for Abtey, of France, and are sold throughout the world. The Christmas Lantern is printed in 5 colours for Nobre and sold in Portugal.



# Black Lemon delight

Perhaps not politically correct these days but for many there is still no better way to round off a celebratory meal than with a top quality cigar.

Black Lemon Delight cigars from the French-Spanish tobacco group Altadis feature an easy peel alufoil seal which together with the metal container and sliding lid provides a premium quality image.

The lacquered foil seal is attached to the top of the metal container underneath the sliding lid. The alufoil

ensures the cigarillos retain their flavour and remain fresh.

The concept was developed in close collaboration with an international team including the cigarillo producer and filler (Altadis), metal container manufacturer (Hoffmann, of Switzerland) and the producer of the filling and sealing machinery (Packinov, of France).

The new container does away with the need for an inner pouch or outer protective film.



# Festive sparkle

Special occasions are often the ideal opportunity to revitalise product lines as proved by this alufoil wrap for a chocolate champagne bottle from Haendler & Natermann.

This 300g hollow chocolate Millennium champagne bottle is wrapped in a 15 micron foil and flexo printed in two colours for Riegelein Confiserie.



# Wrapping it up

Adding extra sparkle to gifts for the Christmas season and other special occasions are a range of foil gift wraps in a variety of gauges, designs and colours manufactured by Constantia-Teich.



# Stealing in on the wine market

Three Thieves, a pioneering wine brand known for its innovative packaging, has launched the first domestic wine in the USA packaged in the 250ml 4-pack Tetra Prisma™ aseptic package.

Bandit Cabernet and Bandit California Pinot Grigio come in Tetra Pak's single-serve carton, making them perfect for solo sipping, portability and cooking purposes.

The use of Tetra Prisma Aseptic package for Three Thieves is ideal for consumers who want to enjoy a tasty wine in a portable, safe and easy-to-use package. Tetra Prisma features an easy-open pull-tab, making it easy for consumers to open the pack. An aluminium foil layer in the pack

works as the barrier and keeps the wine safe while ensuring freshness and great taste in a very efficient, safe and lightweight package.

According to one of the Three Thieves Charles Bieler, Tetra Prisma

provided the perfect opportunity for Three Thieves to become a leader in the wine industry by providing their customers with a new and exciting way to enjoy their wine.

"The wine industry is constantly chasing new users and new opportunities for wine to be consumed," said Bieler. "This package makes it convenient for people to consume great wine just about anywhere, making it even more competitive with beer and other alcoholic beverages."

The move signifies the increasing acceptance of premium wines in Tetra Pak cartons said Jeff Kellar, vice president of strategic business development at Tetra Pak.



## Chunky introduction

A new aseptic packaging system for chunky food products from SIG Combibloc called 'combisafe' signals the company's move into the food



market. 'combisafe' is a volume-flexible, heat-resistant carton package line that can be filled with practically any chunky food product and subsequently sterilised in an autoclave.

Thanks to the combisafe dedicated sterilisation process, preservative-free products can be stored without refrigeration by the producer or in the consumer's home for up to two years.

This is made possible by both the carton's PP/paperboard/PP/alufoil/PP composition and the new combisafe filling machine technology.

## Fun shapes

A range of pre-formed disposable aluminium bakeware from Reynolds, part of Alcoa Consumer Products, adds creativity to home baking for special occasions.

On sale in the US, FunShapes™ are available as Hearts, Stars and seasonal shapes such as Christmas Trees.



## Cutting edge

Making life easier in the kitchen this Christmas is the new Benedetti disposable dispenser from Wrap Film Systems which is claimed to reduce foil wastage by 30%.



Retail dispenser



Catering dispenser

Said to be the world's first self-cutting recyclable foil dispenser it features wipe clean surfaces, is easy to use and produces a perfect cut every time. The system is available for use both in home and catering outlets.

## The taste of luxury

Alcan Packaging Singen's Alufix® Retort lidding material is being used by Impress to produce its Easy Peel® lids for a range of special occasion gourmet pâtés from Jensen's, part of H. Redlefsen, of Germany.

For the Jensen's pâtés, the Easy Peel lids are sealed to an aluminium container and feature a closing membrane that can be formed, embossed and/or printed before being sealed. The membrane can be easily peeled without leaving sharp edges.

The highly decorated lids and containers imbue a sense of luxury and enquiries@alufoil.org

the Easy Peel lid has the lowest opening force on the market and is easily opened by the young and old alike.



## Artistic inspiration

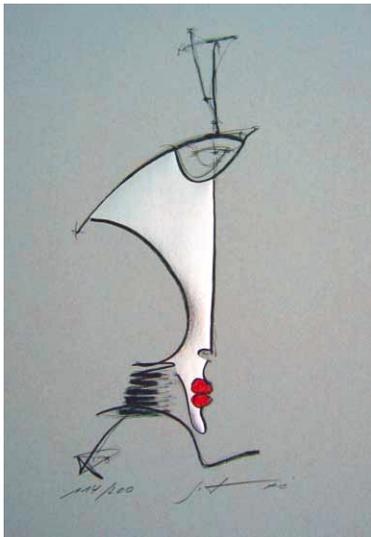
*The decorative qualities of foil have proven to be an inspiration to artists from around the world.*

Canadian artist Christina Stahr, for example, used foil to create her *Chocolate Obsession Collage* which represents her fondness for chocolate and consists of wrappers from chocolate she has eaten, overlaid in gold or silver leaf and coloured foil to echo the reflective foil wraps.

Foil is wrapped around the unframed canvases to produce artwork that mimics the original packaging. Christina's work has been exhibited at the Chocolate Museum, Köln, the Museum of Modern Art, New York, and many other cities in countries around the world.



*Chocolate Obsession Collage*



*German artist Gerd Edinger*

Alufoil also features prominently in the work of German artist Gerd Edinger of Düsseldorf. His work focuses on such questions as where do human beings come from? Who are we and where are we going? His modernistic approach is exhibited mainly in Germany and surrounding countries.

Foil was chosen almost by accident by Warner Lachlan for his award winning *Buddha of Infinite Directions* when he stumbled onto an impression left in kitchen foil after covering a saucepan.

Featuring aluminium foil from Carcano, Warner chose the medium because he views foil as seemingly ephemeral, delicate and evanescent. He also believes that it has cross-cultural references, including Christianity and the commercialisation of the Eastern tradition. "Most importantly, though, for me it speaks to many facets of Buddhist teachings."



*Buddha of Infinite Directions*



*Silver Tunnel*

Mischa Kuball, a German installations artist, used aluminium foil from Commodity Foil and Paper for the 'Silver Tunnel' 2006 part of an arts project at Riverside Park, New York. The project took him a week to complete.

Mischa is best known for activating spaces with light and used the foil to introduce strong bright light and reflective properties to an eerie and forgotten underpass.



**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.

**European Aluminium Foil Association  
Am Bonneshof 5 D - 40474 Düsseldorf**

Telephone: +49 (0)211 4796 150

Fax: +49 (0)211 4796 408

Email: [enquiries@alufoil.org](mailto:enquiries@alufoil.org)

----- FOLD LINE - PLEASE DO NOT DETACH -----

# Return fax to EAFA

+49 (0)211 4796 408

Please use this section to correct our records or to request your own copy of Infoil



*Please write clearly in black*

- provide *all* the information requested

**Correction**

The details shown above are incorrect. Please amend to:

**Addition**

I would like to receive Infoil:

Title (Mr., Mrs., Ms., etc)      First name

.....

Family name

.....

Function / Job title

.....

Name of company/organisation

.....

Address: Street / number / PO Box

.....

Locality

.....

Town and postcode

.....

Country

.....

Tel:

Fax:

.....

E-mail:

.....

Activity of company/organisation - (e.g. food manufacturer, retail chain, tobacco products, foil converter, designer, government, college, research, media)

.....

Preferred language:

English    French    German    Spanish    Italian

**European Aluminium Foil Association  
Am Bonneshof 5  
D - 40474 Düsseldorf  
Germany**