

ALUFOIL TROPHY 2007

# Capturing the imagination

Creative, flexible and innovative was how judges described the winners of the Alufoil Trophy 2007.

A record number of entries to the annual competition saw eight Alufoil Trophies awarded from 34 entries.



David Smith, Kraft Foods

Head judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International, said, "The breadth of applications represented by entrants demonstrated some very creative and interesting packaging solutions covering everything from lidding concepts, barrier properties and primary packaging, to some really innovative new material structures and applications offering true consumer convenience."

EAFA'S Executive Director Stefan Glimm said, "The record number of entries underlines the aluminium foil industry's status as an innovative and forward thinking sector. We are proud to organise the industry's only international competition."



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## Record for alufoil growth

In a record year for aluminium foil, 2006 saw shipments soar by 3.7 % to 870,300 tonnes compared with 839,200 tonnes in 2005, representing an increase above Euro Region GNP which stands at 2.7%.

Thicker gauges, mainly used for the manufacture of containers and technical applications, were up 7.8 %; and thinner gauges, mostly used in flexible packaging, by 2.9%.

In the final quarter of 2006 shipments rose 5.3% to 211,800 tonnes compared with the final three months of 2005 (201,100 tonnes). Thicker gauges were up by 17.8 % and thinner gauges by 3 %.

The figures round off a successful year for EAFA which now accounts for about 98% of the European foil market.

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

## Praise by degrees

*“Winning an Alufoil Trophy 2007 rewards the team’s hard work in developing a real advance in low temperature sealing technology.”*

Dr Martin Kornfeld,  
Constantia-Teich’s  
Head of Research &  
Development

A technical milestone in low temperature sealing won for Constantia-Teich’s innovative Low Seal Lidding. Developed with Unilever Food Europe for its margarine range, the Low Seal Lidding provides a tight and peelable seal on PP and PS containers at significantly lower temperatures than were previously possible – 150°C compared with 200°C +.

Head Judge David Smith, Kraft Foods’ Director Packaging Global Technology and Quality International, said: “This innovation offers very interesting savings in the production

process and eliminates a potential customer and consumer ‘dissatisfier’”.

The low temperature seal properties are achieved by a co-extrusion coating of selected polymers which replace a lacquered sealing layer. The resulting attractive alufoil-based lidding eliminates the risk of shrinkage of the sealing area and badly fitting lids. The minimised temperature ensures excellent product preservation and appearance. It can be printed using rotogravure, flexo and UV-flexo technology.



## Creating an impression

*“The Club pack totally rejuvenates the traditional look of luncheon meat packaging”*

Richard Moore, Vice  
President Strategic &  
Business Development,  
Impress Group

Great news for any one who has struggled to open a can of luncheon meat comes with the winning entry from Impress Metal Packaging.

Its new format pack and Easy



Peel® lid for Daesang Corporation’s Club Luncheon Meat provides “a simple opening method and allows easy dispensing of the complete product by just gently shaking the pack; a real alternative to EOE (easy open end) steel cans”, said David Smith.

The stepped out 2-piece rectangular aluminium can is sealed using a rectangular Easy Peel® lid manufactured from 70µ ALU/25µ PP. The cans feature a gold internal coating to enhance product release.

The judges also gave special mention to the use of Easy Peel® for Petites Salades and Les Délices de Thon from Marine World Brand.

## Fresh approach for cream

*“The Elvir pack signifies freshness, convenience and hygiene to the consumer”*

Head Judge David  
Smith, Kraft Foods’  
Director Packaging  
Global Technology and  
Quality International

A novel and innovative use of a Doypack pouch with screw cap for Elvir’s Elle & Vire Crème Épaisse, which has no preservatives or colouring agents, “is a good example of how a product can be taken successfully into a different packaging format,” said David Smith.

Claimed to be first use of a Doypack for a thick cream, the easy open, pour and re-close concept features an alufoil barrier layer to extend shelf life to 60 days at 2°-6°C, compared with the more usual 28 days. Consumers do not need a spoon to dispense the cream and can re-close the pack for storage in the fridge.

The PET/ALU/PE laminate is supplied by Alcan Food Packaging Europe rotogravure

printed in nine colours. The pouches are converted, filled and the closure applied by Gualapack, of Italy.



## 'Cyclero' revolution

The first market use of Huhtamaki Ronsberg's revolutionary 'Cyclero' flexible packaging concept, which has a patent pending. David Smith described it as a "very creative lightweight pack promising a lot of future opportunities across a wide range of products".

Used to create an easy open and re-close circular container for Amaro Kaffee Pads, the 8-colour rotogravure printed OPP/PET/ALU/PP laminated container offers improved product protection and real differentiation at point of sale. It is easy to open and re-close,



stable on shelf and comfortable to hold.

Produced for Aldi Süd, one of the world's largest discount retailers, among the benefits of the 'Cyclero' development for coffee pads is the ability to use a form/fill/seal system from Q-Bag, an affiliate of the Optima Group - Consumer, to assemble and fill the packs inline.

The round pack prevents damage to the coffee pads and gives a higher volume filled percentage. 'Cyclero' is soon to be launched for non-carbonated beverages.

*"The award is important to our business as we have launched a completely new, innovative and revolutionary concept for the flexible packaging and aluminium foil sector"*

Martin Hauck,  
Marketing Director  
Flexibles Europe,  
Huhtamaki Ronsberg

## Visible convenience

Consumer convenience and good on-shelf visibility are key attributes of Visiopac@ALU from Ecopla Benelux, part of Nicholl Food Packaging.



Dubbed The Dome, Ecopla's 115µm smooth wall alufoil tray with flange is topped by a transparent and anti-fog APET dome from ANL Plastics. The pack is used by Westvlees and Carrefour Belgium for roasting joints of meat.

The dome is secured to the lip of the alufoil tray by an easy-open 4-colour printed paper seal with equipment from Sealpac, of Germany, and its Dutch agent Ultrapak. The oven to table development is designed for consumer convenience and is packed in a modified atmosphere.

Jan Van Rompaey, Sales Director, Ecopla France & Benelux, said: "The Trophy rewards two years' hard work and the close cooperation between the technical and development teams of all suppliers."

*"Visiopac@ALU offers the key consumer attributes of visibility, freshness and ease of use"*

Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International

## Pharma excellence

An intensive development programme for the pharmaceutical sector by Alcan Pharmaceutical Flexible Packaging Europe won for Alcan Packaging Singen's innovative blister packaging solution - Formpack® with Desiccant.

Formpack® with Desiccant meets the challenge of restricting cross diffusion of moisture via its sealing layer to give a 100% barrier, giving an extended shelf life for moisture-sensitive pharmaceuticals.

The Formpack laminate includes a blue desiccant on the inner seal layer which traps moisture providing excellent barrier to water transmission. The base laminate is made from OPA/ALU/TIE LAYER/PE+DESICCANT/PE; and the lidding layer from LACQUER/ALU/PE.

David Smith said: "This is an excellent product linked to developing markets where medicinal aid can often fail due to insufficient protection against climatic conditions."



*"Aluminium foil is the only suitable material to safely protect moisture-sensitive, dry pharmaceuticals from moisture over a long period"*

Dr. Erwin Pasbrig,  
Director Research & Development, Alcan Pharmaceutical Flexible Packaging Europe

**Continued on page 4**

*"The sheer scale of this application makes this a novel adaptation of aluminium foil's protective qualities"*

Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International

## Giant protective shield

The versatility of aluminium foil was shown off to full advantage by Protective Packaging with its fully-branded giant aluminium foil wraps for Saint-Gobain's Float Glass.

Used to manufacture products such as windows, moisture protection of float glass is essential to prevent the glass fusing during transit.

Measuring some 7.5 metres x 8 metres, the winning alufoil laminate wraps are manufactured from 12µm PET/8µm ALU/75µm HDPE. The PET layer is reverse

gravure printed with the Saint-Gobain name.

The glass is shrouded in the wrap before being hermetically sealed using a vacuum and heat sealing process. Moisture vapour desiccants such as silica gel and activated clay complete the pack.

"The award recognises our commitment to finding new and innovative applications, and the continued development of bespoke packaging solutions," said Protective Packaging's Sales Director Simon Jolly.



## Pack lights judges' fire

A novel container for the catering industry won for Firestar. 'NALCO' is a new deep-drawn alufoil container and printed multilayer lid for a safety fuel paste used in catering to heat products such as fondues.

The lightweight refillable container is topped by a flexo-printed multilayer lid (30µm ALU/30µm LDPE) with excellent sealing characteristics.

The packs are stackable and can be produced in a variety of sizes and combustion times.

Switzerland's Leuthold Mechanik manufactures the deep-drawn containers in cooperation with Process Point Services Lichtenstein.



H. Rychiger, of Switzerland, designed the filling line to the strict guidelines required for filling flammable materials. The lids, which are manufactured by Hueck Folien, of Germany, feature a clever pull tab opening section that was particularly praised by the judging panel.

Firestar's Chief Executive Officer Beat A. Knabenhans, said: "After more than three years development and design work, we are proud to have received recognition for our efforts. The award gives us additional acknowledgement in the industry and confirms we have developed a unique and novel product."

*"This is a clever adaptation of forming technology to manufacture a functional and convenient pack"*

Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International

## EAFA NEWS

### Elections

Fred McDonogh, Head of BU Foil, Hydro Aluminium, has been appointed president of EAFA. He is also chairman of the Roller Group. Michael Cronin, President, Alcan Packaging Food



Fred McDonogh



Michael Cronin

Europe, is the new chair of Flexible Packaging Europe (FPE).

Gerard Blatrix, Group Managing Director, Amcor Flexibles Food was appointed vice-chairman of FPE.

### Alumpack Russia

EAFA will be exhibiting as an official supporter of Alumpack under the framework of Rosupack in Moscow June 26-29 2007. EAFA is also supporting the 'Packaging Materials' conference speaking on Innovation and Prospects for Aluminium Foil. [www.alusil.net](http://www.alusil.net)



## 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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