

Fun and education for kids

Food for kids should be fun as well as nutritious and despite all the grave warnings about obesity in children, a fun treat for special occasions such as birthdays, Easter, Christmas and Halloween need not be detrimental to health.

The increased spending power and influence of children is now being targeted by food manufacturers keen to win "stomach share", while kids also want to be 'eatertained' by the food products they buy.

Children are also increasingly concerned about packaging and the environment and many packaging companies and associations have introduced educational programmes to help and encourage kids to learn more about sustainability issues.

Alufoil's protective, barrier and decorative properties make it not only an ideal material for confectionery products, they also play an essential role in ensuring nutritious products such as



milk, milk powder, cheese and yoghurt snacks, as well as medicinal products, are delivered safely and hygienically.

On the following pages we look at some innovative, fun and educational developments for children.

Lift off for Alufoil Trophy 2009

It's time to get your entries in for the Alufoil Trophy 2009.

To find out more and enter this prestigious competition visit:

www.alufoil.org



Interactive Alufoil Game

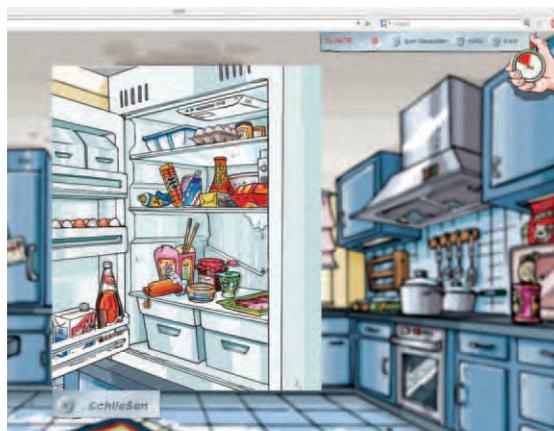
EAF A has come up with a great way to entertain and educate young people with its online interactive Alufoil Game which challenges children to find aluminium foil in every room of the

house. The game allows kids to visit different rooms in the house and select products which they believe are made from or include aluminium foil.

Providing a great opportunity to compete against their friends, the player or players' race against the clock and points are awarded for correct answers and deducted when incorrect. Explanations are provided for each correct or incorrect answer.

The highest scores from competitors around Europe will be rewarded every three months.

An Apple iPod will be presented to the first winner for the period October - December 2008.



Selecting alufoil products in the kitchen of the Alufoil Game House

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On Guard

Stringent EU legislation for Child Resistant non re-closeable packaging for specific drugs has led to a series of developments from within the alufoil packaging sector. Among these is GUARDLID®, a blister lidding from Alcan Packaging Pharma Europe, which is approved to European child-resistant standards (EN 14375) and BS 8404 standards.

Child resistance is assured by the system's excellent puncture resistance and push-through features; while it also offers good peelability.

Squashy, fruity and healthy

Nestlé UK partnered with Alcan Packaging Food Europe to launch its patented concept for the on-the-go dairy product - Munch Bunch Squashums. The 3D fruit-shaped packs feature a flexible lid made from a



PET/ALU heat-sealed laminate that is easy to open while also providing hygienic neck protection for the pack.

The packs are made by stretch blowing a preformed PET 2.4g miniature to pack 60 to 100g of viscous product such as yoghurt.

Attractive, playful, economical and ecological (the pack uses 50% less material than a standard pack) the pack features high-gloss printing.

Italy gets creative with students

An environmental competition for high school students across Italy, organised by CIAL (Italy's National Consortium for Aluminium Packaging Recovery and Recycling), attracted 644 entries from students at 166 high schools in 10 cities.

"Obiettivo Alluminio" (Aluminium Target) challenged students to create a story board with pictures about the role of aluminium packaging in everyday life, with a particular focus on environmental issues in their city. Entries were made up of 40% alufoil, 50% cans and 10% miscellaneous solutions.

Local newspapers agreed to print



information about "the good and the bad" aspects of recycling in their area to provide students with useful



Imaginative uses for aluminium foil featured strongly on covers of students' Story Boards in the CIAL environmental competition for high school students

information while at the same time educating the general public. One student from each of the cities - Trento, Padua, Milan, Pescara, Lecce, Potenza, Reggio Calabria, Palermo, Cagliari and Sassari - was awarded a "RICICLETTA®", a bike made from recycled aluminium.

CIAL also supported the Giffoni Film Festival for Environmental Protection. The festival included the Cycle & Recycling - Alu Movies competition for school children which asked them to create a simple and effective story about the value of aluminium recycling.

The winners' contributions were shown as film shorts at the Giffoni Film Festival in July.

WRAPping up waste in schools

More than 75% of day-to-day waste produced by schools in England could be easily recycled or composted, saving more than £6m in landfill tax, according to the Waste & Resources Action Programme (WRAP).

Waste produced during the school day by England's 20,871 primary and secondary schools is estimated at more than 250,000 tonnes each year, which is enough to fill Wembley Stadium.

The waste is mostly discarded food, paper and card, of which 200,000 tonnes could be recycled or composted, providing the potential to save an estimated 176,000 tonnes of CO₂ equivalent emissions.

On average England's primary schools generate 45kg of waste per pupil and secondary schools 22kg per pupil over the 40 week academic year.



Students conduct a waste audit

Babies, kids and teens



Milk powder and alufoil

Sealing is often a problem when it comes to packing powdery products however help is at hand thanks to a 3-layer laminate (PET/ALU/PE) produced and developed by Huhtamaki Ronsberg.

Developed for trial packs of the Blédilait milk powder product range, Blédina (France) uses a single served 35g portion pack solution to provide product protection and high barrier properties because of the alufoil layer.

The reel-fed laminate is optimised for a Form Fill Seal packaging and the high end rotogravure print offers first class decorative possibilities.

Eat and play novelties

Hollow milk chocolate animals that make animal sounds when shaken have been introduced by Caffarel, of Italy. Wrapped in a smooth 35µm aluminium foil with sealing lacquer and attractive graphic designs from Carcano (Italy), the Eat & Play novelties feature a sound device which mimics the sounds made by cow, hen or goose. The sound device is sealed in a specially developed mould with an opening at the bottom to allow the different sounds to be clearly heard.



Racing car fun for kids

Chocolate cars and lollipops are just a few of the fun confectionery products from novelty confectionery specialist Kinnerton Confectionery sold by Marks & Spencer. The two ranges of miniature milk chocolate cars, made from

milk chocolate and organic milk chocolate, are branded as Milk Chocolate Mini Prix (racing cars) and Traffic Jam (Police car, taxi, and ambulance).

Wrapped in unsupported 10 µm alufoil in 3 to 7 colours, the wraps are supplied by Novelis UK (Bridgnorth).



Lighting the way

Halloween is just the right time for tealights to come into their own creating an extra edge of excitement to a Halloween party.

Bachmann Aluminium's cups are used to hold all sorts of fun candles for Halloween and children's and adult parties. Part of Nicholl Food Packaging Group, Bachmann produces 1,500,000,000 cups a year in a range of sizes. It supplies such well-known outlets as IKEA.

Vollmar also produces a wide range of cups for customers such as Yul Rifflicht.

The Rifflicht cups (pictured left) feature specially designed "side waves" to provide an eye-catching range of alternatives to standard cups.



From eyeballs to pumpkins

Halloween provides a great opportunity for kids to have fun with food, just take a look at this range of specialities wrapped in foil from Carcano (Italy).

The wraps are manufactured for Madelaine Chocolate Novelties, of the US, which makes a variety of shaped chocolate novelties and speciality products that are often wrapped in colourful foils.

Just imagine the delight children will have munching on a chocolate eye ball or ghost. For the less ghoulish there are pumpkin lollipops.



HALLOWEEN

Sustainability takes centre stage at EAFA conference

Fred McDonogh Hydro Aluminium's Head of Business Unit Foil has been re-elected President of the European Aluminium Foil Association (EAFA) for a second term. The group chairmen Michael Cronin (Flexible Packaging Europe) and Hans Hogeveen (Rewinder Group) were re-elected as EAFA Vice-Presidents. Completing the board Felix Steinbrecher was elected as EAFA Vice-President representing the Container Group.

Speaking in at the association's

annual conference McDonogh told a packed audience in Krakow, Poland, "The association is alive and well despite the massive publicity surrounding a global economic downturn."

He stated: "We have designed a proactive strategy to address many of today's challenges including light-weighting, carbon footprint, and resource efficiency all of which play an important role in ensuring the sustainability of our products."

EAFA Board:

President: Fred McDonogh

Vice-Presidents: Michael Cronin, Felix Steinbrecher, Hans Hogeveen

EAFA divisions

Roller Group:

Chairman: Fred McDonogh, Hydro Aluminium;

Vice-Chairman: François Coëffic, Novelis.

Container Group:

Chairman: Felix Steinbrecher, Alupak;

Vice-Chairman: Khrosrow Tahmasebi, Coppice Alupack.

Rewinder Group:

Chairman: Hans Hogeveen, ITS Foil & Film Rewinding;

Vice-Chairman: Günther Tzeschlock, FORA Folienfabrik.

Flexible Packaging Europe:

Chairman: Michael Cronin, Alcan Packaging;

Vice-Chairman: Gérard Blatrix, Amcor Flexibles Food.



Cooking up a storm at interpack

TV celebrity chef Ralf Zacherl was the star turn on the EAFA stand at interpack drawing hundreds of visitors to the display. Ralf created a series of unusual recipes all cooked with the help of alufoil proving its worth as great protection for fresh and staple ingredients.

Sales slowdown

European exports of aluminium foil rose three per cent in the first half of 2008 bucking a downward trend in sales which showed a decline to 432,800t from the record level of 452,000t in first half of 2007.

Deliveries inside the EAFA region dropped by five per cent; volumes of thinner gauges for flexible packaging declined by 7 per cent and thicker materials for containers and technical applications dropped by two per cent.

Despite this there is optimism for the remainder of the year with second quarter figures showing a drop of only three per cent to 216,000t and export growth of nine per cent.

For more statistical information visit: www.alufoil.org



The EAFA Board (left to right): Hans Hogeveen, Michael Cronin, Fred McDonogh and Felix Steinbrecher



Find out more about alufoil !

– visit 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

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European Aluminium Foil Association
Am Bonneshof 5
D - 40474 Düsseldorf

Germany