

# Creating a sustainable and convenient world

To some there may appear to be a dichotomy between the call for more and more convenience and the desire for a more sustainable world. But is this the case?

Few people believe that the consumer's desire for convenience will fade but neither will the desire for more environmentally friendly packaging. The key is the development of efficient and appropriate solutions, not the demise of conveniently packaged products.

An analysis from the World Resources Institute and A.T. Kearney states that companies in consumer goods sectors that do not implement sustainable environmental strategies could face a potential reduction of 13 - 31% in earnings by 2013 and 19 - 47% by 2018.

This is why the alufoil industry continues to invest in innovation and sustainability on behalf of both its direct customers and the end consumer. This despite the fact that commentators



the supply chain through innovation and continuous improvement.

Alufoil containers, flexible packaging (containing alufoil) and household foil play an essential role in the prevention of food spoilage through its barrier and preservation properties.

The ability to create portion packs and dispensing systems also helps to prevent spoilage and wastage.

Food production requires a huge use of resources and the prevention of waste is a critical factor.

Enormous effort has also been put into material optimisation for alufoil containers, laminates and

household foil to provide high performance and product improvements with less material and energy input. And, of course, alufoil is fully recyclable. Aluminium foil packaging saves a lot more resources than it consumes.

On the following pages you will find examples of alufoil developments that aid both convenience and sustainability.

Even in these turbulent economic times, the aluminium foil industry continues to successfully marry the call for convenience and resource savings along

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## Challenges ahead for alufoil in 2009

The global economic downturn impacted adversely on the alufoil sector during 2008 down 6.3% compared with 2007, according to figures from EAFA.

Sales within EAFA regions in 2008 fell by 6.4% and exports by 5.7%.

Thinner foils used for flexible packaging applications and household foil decreased by 6.2% per cent while thicker gauges used mainly in the automotive and construction industry

were down 6.8% within EAFA regions.

In the fourth quarter of 2008 thinner gauges fell by 5.6% compared with the same period in 2007. The more robust food and beverage customer base meant thicker gauges were less affected than thinner gauges which suffered a 14.6% decrease compared with the final quarter of 2007. Overall the fourth quarter saw a fall of 8.8% to 182,300t (2007: 199,900t). [www.alufoil.org](http://www.alufoil.org)

# Consumers queue up

Consumer convenient packs come in many guises covering almost every end user market. And, despite the economic downturn and sustainability issues, studies continue to show that consumer choice is still driving innovation in convenient pack formats.

Alufoil plays an important part in these developments being used, as the examples on these pages show, for everything from ice cream to marinades and ready meals on to drink formats ...

## Chuck the can and plunge a pod!

Drinks producers can now call on the Energy Pod for a variety of drinks thanks to a Strategic Alliance between Alcan Packaging, Bistrozucker and



Sigpack Systems (part of Bosch Packaging Technology).

Bistrozucker has launched Bistrotea Energy with Green Tea flavour in the Energy Pod with the slogan 'Get rid of the can and plunge a pod'. The new pod offers controlled carbonation and consumers simply place the pod into a glass, add water and stir to create a 250ml drink.

The Energy Pods, for which more flavours will soon be on the market, extends the range of drinks that can be provided in T-pods, which were introduced originally as a tea bag substitute. Among the planned drinks

is Bistro Natural Energy a Carbonated Classic without taurine.

The clever perforated Energy Pod features a 'springback' foil which regains its shape after filling. It is manufactured from OPP 30 micron/ALU 12 micron/OPP 30 micron, features lacquer lamination, and is reverse rotogravure printed in three colours.

The Energy Pod is some 9mm taller than the T-pod. Bistrotea T-pods filter the beverage through the perforation without any loss to quality or aroma. The purpose designed T-pod-foil remains neutral and sterilisable at up to 121°C.

## Ready, steady ... get cooking

The Plus Pack Ready2Cook plain smooth wall alufoil container adds an extra dimension to convenience. Manufactured with built-in handles to ensure users do not burn their hands when working with the container, it also features embossing on the internal surfaces making it easy to lift the food out of the container. It also means that

any juices are not in touch with the meat during storage.

Ready2Cook® trays can be packed in a modified atmosphere and hermetically sealed to preserve freshness. A clear anti-fog treated OPS click-on dome lid is also available.

After usage the alufoil containers are easily recyclable.



## Super spicy marinades

Retortable stand-up alufoil-based pouches with spouts and screw caps from Wipf are adding extra convenience to a range of Spice Mill Marinades manufactured for Lidl by Koninklijke Euroma.

Ideal for barbecues, meats cooked on a skillet or in the oven, the 150ml

pouches are gravure printed in five colours.

The pasteurisable composite pouch is made from PET 12 micron/ALU 8 micron/PET 75 micron. The alufoil layer provides excellent barrier, and protection of the partly aggressive content.

# for easy to use packs



## Unbreakable glasses

Ready to drink, foil-sealed 187ml single-serve PET glasses of wine have been introduced by Echo Falls, part of



Constellation Brands. The heat-sealed foil lid guarantees the quality of the wine.

The concept creates a safe and shatterproof alternative to glass for occasions such as sporting fixtures, concerts, picnics, barbecues, days out on the beach and afternoons in the garden. They are available in single format for catering and on trade and in twin packs for retail.



## Tasty pizzas at the ready

Creating a delicious pizza is easy thanks to a tasty tomato sauce with olive oil, basil and oregano - Tomate con Aceite de Oliva para Pizza - from Apis.

Filled and packed into 200 slim brick packs on aseptic filling lines supplied by IPI Beverage Packaging Systems, the flavoursome Apis sauce allows busy consumers to dress pizza bases for a speedy meal.

Featuring alufoil from Carcano to create a barrier to gas and light, the multilayer 215g packs are made from a PE/adhesive/ALU/PE/paperboard/print/PE laminate.



## Green Easter

Cadbury Eco Eggs, part of the company's Purple goes Green Campaign, have won the Best Green Packaging Award. The Eco Eggs - Treasure Eggs and Egg Heads - are wrapped in foil supplied and converted by Novelis Bridgnorth in the UK.

Making the best use of alufoil for the Eco Eggs, Cadbury redesigned the complete presentation to give a reduction in secondary packaging of 75% less plastic and 65% less cardboard than used previously for its standard eggs.

The alufoil wrap also carries the bar code printed directly on to the foil.

The triumph comes as Easter Egg manufacturers, particularly in the UK, seek to reduce the material used in the face of growing charges of over-packaging, particularly for outer packaging.

In the UK some 80 million chocolate eggs are consumed and confectionery groups such as Cadbury, Mars and Nestlé are working towards massive packaging reduction.

Best in Class packaging weight data indicates that if all Easter Eggs were changed to the current lightest, up to 680 tonnes less packaging material/year would be required.

Cadbury has targeted a 25% reduction in packaging for its seasonal and gift ranges.

## Super Sheen for desserts

Super Sheen, from Constantia Hueck Folien, developed to provide smooth embossed foil lidding but with weak reflective properties, is being used by Clesa Helados for its ice-cream brands: Royné Special Line and Royné Vanilla - Chocolate.

Providing on shelf differentiation for these convenient single serve desserts, the foil reveals the finest details of images or rows of text under the widest possible range of in store lighting conditions. It provides very precise colour reproduction and the shallow

embossing does not cause any reflection.

The flexoprinted lidding is heat seal over lacquered and features 40 micron alufoil for Royné Special Line and 30 micron for Royné Vanilla-Chocolate.



## Household foil saves food waste

Food wastage and the role of packaging in its prevention may be well-known but it is not always fully acknowledged. Recent figures quoted in a Food Waste Study conducted on behalf of EAFA\* into sustainable consumption show that it is likely one third of the food produced in Europe is wasted.

A significant part of the problem appears to be consumer lifestyles; a startling fact is that 71 million tonnes of food are wasted in households. This is more than the combined wastage from supermarkets, restaurants and the food processing industry.

The huge waste of food in households means that the resources used in manufacture including energy, water, fertiliser and many other processes are also wasted.

Generally, consumers buy too much perishable food, store food incorrectly, prepare and cook too much food and do not spend enough time planning meals. The trick is for consumers to pay more attention to correct storage, use by dates, and the purchase of correct quantities.

Aluminium household foil can contribute to reducing food wastage and spoilage by providing the consumers with an easy, safe and efficient means of preserving food. It provides an absolute barrier against oxidation,



desiccation and diffusion of aromas, while its deadfold properties mean that users can wrap product efficiently to create an excellent method of preserving leftovers.

In a separate study from ESU services, based on a LCA (Life Cycle Assessment) of a roast stored in aluminium household foil, all resources and emissions - from cattle grazing to preparation of the roast at home - were assessed.

The study investigated veal and pork roasts and calculations took account of a series of widely accepted environ-

mental indicators including cumulative energy demand, consumption of non-renewable resources, global warming, acidification and eutrophication.

The results clearly show that aluminium household foil used to preserve food is a negligible user of resources in comparison with the large amount of wasted food it can save.

*Various Food LCAs are available on [www.alufoil.org](http://www.alufoil.org) "Sustainability"*

*\*In partnership with the International Packaging Institute and Lund Institute of Technology.*

## Simply the best for fruit juice fans



*Tetra Prisma Aseptic 1000 ml Square is ideal for premium products*

Aseptic liquid cartons with an inner aluminium foil layer are the best when it comes to ensuring the quality of fruit drinks, according to Spanish researchers.

The University of Miguel Hernandez and the San Antonio Catholic University studied the best options to package mandarin juice by evaluating four different containers and assessing the quality of the juice based on its high vitamin C content, intense orange colour, fresh mandarin flavour and absence of negative off-flavours.

"A container with an inner layer of aluminium foil will maintain the quality

of the juice for a longer time (over 90 days) compared with a shelf life of about 54 days for cartons with an inner layer of ethylene vinyl alcohol copolymers," said the research group.

According to the study, orange juice accounts for 60% of all Western European consumption of fruit juices and juice-based drinks.

The team said the results will help manufacturers choose the best packaging for their juice products.



## 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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