

## Alufoil Trophy 2009 Highlights

“My greatest impression is the energy and versatility of the alufoil packaging sector. Not only has the sector demonstrated its hunger to create real innovations, it has done so with a deep understanding of the need to provide true consumer convenience” - Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, and head judge Alufoil Trophy 2009.



Drinks manufacturers are always on the look out to find new ways of differentiating their brands through innovative packaging materials and design.

Most recently the focus has been on designs that provide cost effectiveness and also offer weight savings, material reduction, production line efficiencies, and all round environmental performance.

At the same time packaging developments must be functional, convenient and demonstrate a quality feel.

Star of the show over recent years has been the drinks pouch which demonstrates all of these attributes and which owes much of its success to alufoil.

Soft drinks pouches offer convenience through the inclusion of open and reclose mechanisms, the variety of shapes available and the good print possibilities, all of which provide great branding opportunities. This is clearly demonstrated by the Capri-Sonne 330ml easy-open and reclose pouch which won an Alufoil Trophy 2009.

But the greatest benefit is that they are lightweight, something on which brand owners and retailers are placing an increasing emphasis.

But, of course, it is not just pouches that make use of alufoil's unique qualities. For example, the ubiquitous aseptic carton with its extended shelf life would not be possible without the

particular attributes of the alufoil layer.

Underlining the importance of packaging to soft drinks, data from Euromonitor International for 2009 shows that the global market for non-alcoholic drinks has proved resilient to the economic downturn putting volume growth for 2008 on 2007 at 3.8%.

Packaging's contribution to sales being provided by innovative designs that offer on shelf differentiation, and consumer choice and convenience.

But, of course, the use of alufoil stretches way beyond soft drinks. For example it is also used for lids, capsules and neck foil labels which play a key role in the identity of wines, beers and spirits – imagine a bottle of champagne without the elegance of the neck foil.

Lids, neck foils and labels are frequently embossed providing both shelf stand out and a luxury feel. And today anti-counterfeiting mechanisms can be incorporated into the alufoil layer, something which is particularly important where expensive spirits and wines are being marketed.

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# Alufoil Trophy 2009

## Versatile and innovative – a thoroughly convenient material

Consumer convenience across many of packaging's major markets and the versatility of the alufoil sector were demonstrated through a series of truly technical innovations by the seven winners of an Alufoil Trophy 2009.

### Vegetables get mass market appeal

Alcan Packaging Food Europe and the Impress Centre de Recherche de Crosnières won for the first commercial application of a new opening system able to withstand the continuous retort process.

Being used by Bonduelle for canned vegetables, the innovative system features the Alufix® continuous retort membrane and the Impress Easip® peelable easy-open system which does not require overpressure.

It has been developed for high speed food processing lines where overpressure during processing is not possible.

The companies worked closely with

Bonduelle to determine the best combination of Alcan Packaging's Alufix® retort specification for the membrane, and the ring design and geometry.

The end consists of an aluminium membrane heat sealed onto a metal ring. The ring is then double seamed onto a food can using standard seaming technology.

Part of a shared strategy to bring peelable ends to the mass market, the development provides significant potential to tackle new food markets like canned vegetables, and good opportunities for growth for both companies.



***"This easy-open, child-friendly system provides a real alternative to standard can ends. It proves how successful technical developments can be when companies work together" - Hilka Bergmann***

### Foiling the counterfeiters

An ingenious lidding film featuring partial lamination using an anti-counterfeiting alufoil layer won a Trophy for Teich AG (part of the Constantia Flexibles Group).

Used by Abbott Laboratories for medical lidding on its plastic trays of HUMIRA pre-filled syringes, the development features a security foil layer and a paper layer; and the partial lamination between the layers provides proof of tampering.

The adhesive between the two substrates is not applied to the entire contact surface between the materials. This means that, depending on the "design" in which the adhesive is applied, the overall bond strength

between the substrates can be reduced in selected areas.

Alufoil is the ideal material for partial lamination as the relationship between elastic and plastic deformation can be used to create permanent visual and palpable marks. The partial lamination, together with the combination of permanent and peelable heat-seal lacquers are vital elements in achieving tamper evidence as packs cannot be opened without destroying the lidding material.

Integration of anti-counterfeiting technologies like Constantia Flexibles' Security Foil is possible, as well as other anti-counterfeiting technologies such as colour-shifting inks, UV/IR and reactive inks; and taggants.



***"This technical development provides proof of alufoil's versatility and exploits many of its attributes for use in the demanding market for medical applications" - Hilka Bergmann***



### It's so easy

The EasyFoil Pouch won a Trophy for Lablabo which is using the concept for its Airless Metering Dispensers for high viscose or high alcohol cosmetic creams and pharmaceuticals.

The pouch is suitable for both highly viscose and high alcohol products thanks to the alufoil layer, which also provides protection against oxygen and UV light.

The viscosity of the product has no effect on the ability of the pump to dispense precise doses - even when held upside down.

The EasyFoil pouch consists of an aluminium multilayer film rolled and welded around a plastic superior ring and an inferior cup.

***"A clever application which shows the attributes of alufoil to advantage" - Hilka Bergmann***

## Capri-Sonne wows teenagers



Capri-Sonne, the world's largest selling brand for kids, won an Alufoil Trophy for Deutsche SiSi Werke with the new Capri-Sonne 330ml pouch with recloseable and proprietary drinking spout.

In the year in which Capri-Sonne celebrates its 40th anniversary, the 330ml lightweight pouch extends its range of drinks to the adolescent market and is described as a natural extension of the famous 200ml pouch with straw for children under 12.

The pouch's larger size and slim and contoured profile, which is both tactile and easy to handle, is proving a hit with European teenagers who prefer

the larger size, appealing flavours and trendy pack.

The functional pouch is manufactured from a triplex laminate PET 12 micron/ALU 9 micron/PE 90 micron and is reverse rotogravure printed in seven colours.

**"Capri-Sonne's new pouch is a great development for teenagers providing both convenience and fun"**

- Hilka Bergmann

## Sporty and cool concept

Aisacan®, the latest innovation utilising Cyclero technology, is the fruit of a joint development between Huhtamaki Ronsberg and Aisapack Vouvry.

The 'flexible bottle' concept won a Trophy with its first commercial appli-

cation for an Iron Sports Drink for WCUP, of Belgium. The Aisacan® features a rigid top and bottom, while the body of the pack is a rotogravure pre-printed alufoil flexible laminate (PP/ALU/PP).

The Aisacan® is suitable for key high acid markets such as fruit juice without pulp, sports drinks and flavoured water with a pH below 4.

A special feature of the lightweight pack is its "cool touch" which is made possible by the efficient use of the flexible film's thin aluminium foil layer to provide a good temperature transfer between the inside and outside of the pack's body. The Aisacan® WCUP iron drink range is available in 250, 300 and 330ml sizes.



**"The reclose feature provides real opportunities for brand owners to think outside the box when choosing pack formats"** - Hilka Bergmann

## Packed with energy

Alcan Packaging Food Europe won for an innovative perforated stickpack, used for Bistrozucker's Bistro Tea Energy Pod, which provides controlled carbonation. Consumers simply pour water into a drinking glass, insert the pod and stir to create a 250ml drink.

The pod features Alcan Packaging Singen's springback foil development, which allows the pack to regain its shape after filling.



**"The Energy Pod is novel, trendy and colourful"** - Hilka Bergmann

## Laser lidding is on the go

Drinklid, an innovative co-extruded double layer film with laser perforation, won a second Trophy for Teich AG (part of Constantia Flexibles Group).

Used on milkshake drink cups from Tine, of Norway, the double-layer film features alufoil/laser cut PP. When the consumer removes the soft-peel alufoil layer a precisely positioned drink opening is exposed in the coextruded PP film layer.

Produced by laser technology, which allows 2D shapes to be cut to a defined depth without contact or pressure, the drink opening is soft and tactile creating a convenient pack suitable for 'on the go' milk drinks.

The Comfor Lid concept, which is ideal for easy controlled dispensing, is now being extended to 'on the go' markets for confectionery and snacks such as chocolate pieces and nuts.

**"Real proof that different materials can be combined successfully"**

- Hilka Bergmann

## Eye-catching can top labels

Marketers will be excited by the promotional opportunities offered by an all alufoil lid for standard drinks can tops. Supplied by Haendler & Natermann (part of Constantia), the embossed alufoil lids offer great branding potential or can be used to relay promotional messages.



their eye-catching designs. The hygienic top offers the full range of printing options including gravure or flexo print, the use of thermosensitive inks, reverse print and watermark printing.

They also offer great shelf-standout on overcrowded supermarket shelves, where consumers are often faced with a maze of different offerings, through

The concept is becoming popular in Europe with companies in Italy, Spain and the Baltic states already catching on to the possibilities. For example, breweries in the Olvi Group are using the alufoil lids to enhance the consumer appeal of its range of beer cans.

## Stirring cocktail solution

Cocktail mixers have been given a shake up by Stirrings, of the USA, with the introduction of its new Bar



Solutions line in the aseptic combifitPremium 1,000ml from SIG Combibloc. Fitted with the combiSwift screw cap, the easy-open and reclosable aseptic carton packs are targeted at food-service providers in the hotel, restaurant and bar segments.

A key factor in the choice of SIG Combibloc's aseptic carton is its extended shelf life which is achieved by the alufoil layer which protects against light and oxygen permeation.

The slender pack was also chosen for its modern design and the practicality of the pour spout solution.

## Elegant neck foils for beer

The premium quality of beers from the traditional Lithuanian brewery UAB Svyturys shine through thanks to bottle neck foils from Haendler & Natermann. The single elegant alufoil neck label and the elaborately embossed glass bottle dispenses with the need of any other label decoration.

A member of the Carlsberg Group, Svyturys is using the neck labels to update the appearance of its entire range of traditional premium beers.



## Maestro adds sparkle and pop

Maestro®, a new closure concept combining an alufoil capsule with an opening lever for sparkling wines, which retains the distinctive pop of the champagne cork, has been launched by Alcan Packaging Capsules.

Unveiled by Champagne Duval-Leroy for use on its Cuvée Clos des Bouveries Vintage 2004, Maestro® is a world first offering an innovative easy-open alternative to the traditional cork.

Carol Duval-Leroy, president, Duval-Leroy Champagne said the new concept was "of crucial importance" for the Champagne region of France linking "heritage and innovation".

## Water in the air



Inflight passengers are benefiting from a thirst quenching and healthy natural mineral water - Acqua Fabia from Sangemini, of Italy. Topped with a peelable alufoil lid from Carcano, the oligomineral water, which provides balanced salt levels, is packed in a single-serve PET container.

The lidding, rotogravure printed in two or three colours, is manufactured from 38µm aluminium foil with a heat sealing lacquer on the reverse.



## 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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