

## Alufoil turns the mundane into the beautiful

— and accentuates the positive



**Innovation and technical excellence** is alive and well in alufoil sector as demonstrated by the winners of the Alufoil Trophy 2010. Designed to echo the needs of direct customers and consumers five categories - Consumer Convenience, Design + Marketing, Product Preservation, Resource Efficiency, and Technical Innovation - were introduced for the first time by EAFA for the Alufoil

Trophy 2010. The new format attracted some 64 entries with 13 winners, leading both the alufoil sector and judges to herald the 2010 awards a great success.

Judges were particularly impressed with the level of entrants' ingenuity which came from all parts of the alufoil sector to produce some great solutions for

customers across a variety of markets. The clever alufoil concepts which included developments in both laminates and graphics, impressed head judge Terry Robins, technical and retail packaging consultant and former technical and packaging innovations manager of Sainsbury.

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— *“Items that were seemingly mundane had been transformed into objects of beauty while entrants also used alufoil as a replacement material to a very positive end” — Terry Robins*

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“Long may the innovation within the alufoil market continue,” he concluded. ///



Head judge Terry Robins

## Cautious optimism for alufoil in 2010

**Evidence that recessionary** influences are softening, particularly for thinner aluminium foil, can be found in production figures for 2009 released by the EAFA. Figures for the last quarter of 2009 showed that the use of thinner alufoil gauges, mainly used for flexible packaging applications and household foil, had improved.

Production was up by 11.3% compared with the last quarter of 2008, while overall 2009 production figures for thinner gauges showed a slight increase of 0.3% on 2008. At 768,600t total members' alufoil production for 2009 was 5% down on 2008, but the final quarter showed signs of recovery at 199,400t, up 9.3% on the same period in 2008.

Thicker gauges, used for container applications and in automotive, building and other industrial sectors, fared less well at 16.6% down on 2008. Signs of recovery can be found in the final quarter with figures up 4% compared with the 2008 figure. /// [www.alufoil.org](http://www.alufoil.org)

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## Alufoil Trophy 2010 winners

# Extreme innovation wins the day

/// Consumer Convenience

*— In a world where the consumer is king and where convenience is an essential ingredient for the busy lives people lead, two impressive concepts for completely different markets caught the judges' eyes*



**Huhtamaki Ronsberg's** Laser-Perforated Ice Cream Cone Sleeves for Nestlé Extreme impressed the judges with their simplicity and ingenuity.

"How many times have we struggled to remove part of the packaging on an ice cream cone?" asked Terry Robins who was particularly impressed with

the special laser cutting technology, which allows part of the wrapper to be easily removed.

*— "The great thing is that enough wrapper is left around the base of the cone to keep hands ice cream free" — Terry Robins*

The alufoil/paper laminate features a predetermined breaking point on the inner paper layer leaving the alufoil layer intact to ensure that barrier protection against humidity and other external impacts are not affected. ///

The other winner – **Bionostics'** UniDose – was described as "unique amongst glucose metering methods" by Terry Robins.

Current PE vials used for glucose control solutions achieve 18-24 month stability for an unopened vial, but only three month stability once the vial has been opened. The single format alufoil-based

UniDose, with its extremely low water vapour transmission rate, allows a very small volume of control solution to maintain glucose concentrations within specification for 24 months at up to 30 °C.

Terry Robins described it as "a clever single dose control in which the use of alufoil is essential to design, convenience and ease of use". Bionostics also won an Alufoil Trophy for Product Preservation, see next page. ///



# Lateral thinking brings appeal

/// Marketing + Design

*— Creating designs with a difference play an essential role in shelf appeal at point-of-sale while also improving marketing performance and providing consumer benefits. Both winners proved what can be achieved through a little lateral thinking*

**Carcano Antonio's** beautifully printed Orion bicycle mudguards won the judges accolades and a Trophy for turning a mundane product into a fashion component.

*— Terry Robins described the concept as "a true delight and something that every hobby cyclist will want"*

Featuring high quality graphic design and gravure print, the potential provided by the bright and metallic surface of alufoil give the mudguards excellent appeal at point-of-sale and ably demonstrates how alufoil can be successful combined with other materials, in this case plastic. The idea also lends itself to creating add-on matching products such as saddles and saddle bags. ///



A novel concept for a dinner party sauce and candle combination called Candlelight Sauce, created by **Plus Pack** for Dutch company Versteegen, would "add ambience to any dinner table", said Terry Robins.

The winning pack includes a tea light candle to keep the sauce warm on the dinner table, after it has been heated in either a microwave or conventional oven.



The pack incorporates a triangular smoothwall alufoil tray that contains 300ml sauce and a pre-cut alufoil lid; the complete pack is topped with a press-on lid in injection moulded plastic which doubles as a candle holder into which the candle is placed before lighting at the dinner table. The attractively decorated cartonboard outer provides additional impact on the retail shelf. ///

## Alufoil Trophy 2010 winners

# Sensitive diagnostic solutions

/// Product Preservation

— *Alufoil's unique protective qualities were used for two clever concepts for glucose monitoring systems for diabetics. Both Alufoil Trophy winners brought accolades from Terry Robins who described them as "innovative and excellent developments"*

**Ancor Flexibles Singen** won with the Roche Accu-Chek Mobile, a system which allows 50 diagnostic



tests for blood glucose monitoring. Because the tests are highly water vapour sensitive, the alufoil is an essential part of both the cassette and the seal for the tray in which it is packed.

Accu-Chek's mobile blood diagnostic device, utilises a highly water-sensitive test tape cassette, which is sealed into the cassette by an alufoil strip coated with PP which also helps dispense the test tape. The lid is designed to provide the correct peel force for opening and a peelable alufoil seal is used for the PP tray that holds the cassette. ///

— *"Technically clever solutions for demanding products"* — Terry Robins



**Bionostics'** took its second Trophy for its clever glucose meter check for diabetics. "The two year ambient temperature life of the pack makes it particularly impressive. It is a system that will save large sums of money over traditional glucose metering methods," stated Terry Robins. Bionostics also won an Alufoil Trophy in Consumer Convenience, see page 2. ///

## Sustainable integrity

/// Resource Efficiency

— *Lightweight alufoil food trays and space saving pouches excel in a hard fought category*



**Nicholl Food Packaging's** Micro-Rib concept is an attractive lightweight ribbed tray using innovative new alloy technology and tool design. The resulting trays give the appearance of a smooth wall tray with a minimum 12% material reduction. There is no impact on capacity compared to the standard market tray, and strength and integrity is maintained to ensure efficient performance on the production line.

A shaped range of lightweight smoothwall trays for Marks & Spencer Oakham Chickens from **i2r Packaging Solutions** has reduced the amount of aluminium required by as much as 20%, while still

remaining strong enough to hold a whole chicken. Three tray sizes are available for different chicken weights. The shape of the trays enhances the product through improved oven cooking conditions; provides a stronger more stable tray when handled hot by the end consumer; minimises damage in transit; and adds to on-shelf appeal. ///

— *Terry Robins praised both developments as "resource efficient with enhanced strength for ease of use in the kitchen"*



*The narrower seal seams for the Migros Xirah Swiss Premium 100g cat food pouch from Wipf allow more packs, 24 compared with 22, in each outer tray to provide savings in transport costs; and shelf and storage space. Terry Robins was impressed by both the potential resource efficiencies and by the attractive new matt varnishing technique developed to allow retorting; not common with a matt finish.*

*Printed on a 10-colour gravure press and partially-coated with a matt lacquer, the PET/ALU/cPP 3-ply composite was developed to withstand the stresses involved in the sterilisation process. ///*

## Alufoil Trophy 2010 winners

### Operating on a new level

/// Technical Innovation

— Significant improvements in the technical performance of alufoil and the creation of new markets were demonstrated by the winners



In a new application for an alufoil-based structure **Amcor Flexibles Kreuzlingen's** sterile template used in cartilage repair operations impressed the judges.

— Terry Robins said, “This innovative idea should be a boon in surgical techniques. The sterile template will allow the surgeon to cut the damaged cartilage more accurately.”

A major innovation is that the template forms part of

the product. The surgery package used by Geistlich Pharma's Chondro Gide® (AMIC – Surgical Technique) includes the individually wrapped template with which the surgeon can take an impression of the damaged cartilage and cut the replacement to match appropriately. Alufoil is used for its special mechanical and hygiene characteristics, and the specification allows gamma radiation. ///

**Teich - member of Constantia Flexibles** - won with its partially-embossed Oval Philly Lid, used by Kraft Foods for its Philadelphia cream cheese.

A special punching process was developed by Teich featuring eye mark steering to punch lids in register to the partial embossing. The eye mark is applied by the embossing roller which avoids the use of a printing machine and saves cost for the customer. The un-embossed sealing rim provides

optimum sealing and peeling characteristics. Robins said, “While embossing of alufoil is not new, the quality of the partial-embossing on this pack is so good that the Philadelphia brand is greatly enhanced by the technology.” ///



### Triumph for light and flexible ideas

/// Overall Excellence

— A trio of clever solutions combined alufoil with a range of materials to create both consumer and brand owner benefits



**Amcor Flexibles Selestat** won with ALUTIN, a new cap for wine and champagne bottles using an innovative material based on two aluminium layers extruded with a mix of different polyolefins. It provides good formability, a smooth finish, and is less costly than conventional 'tin'.

ALUTIN can be used for complicated bottle necks without creating wrinkles, opening up new markets for special bottle shapes in the spirits, wines and champagne markets. ///

**Impress Metal Packaging** has developed the first 153mm end on the market to replace open top ends for this size of steel can. EasyPeel® 153 offers a modern, lightweight, fashionable and convenient end for round microwaveable trays and other containers.

The ring with a whole easy peel lid is manufactured from alufoil, supplied by Amcor Flexibles. The lid is heat sealed to the inner parts of the Easy Peel® ring and both the PP layers of the alufoil laminate and the ring melt and merge while cooling to give a 100% barrier against oxygen and light. ///



**Advanced Packaging Supplier's Easybag Cooking®** is a new bag concept for packed foods including meat and fish, which can be used for roasting, on the BBQ, and steaming. The flexible alufoil bag, manufactured from four alufoil walls with a plastic lid, can be frozen to -35°C or cooked, with or without the plastic lid, at up to +240°C. Suitable for vacuum packaging, it tolerates up to 90kg pressure. Originally designed for military use, Easybag is now available for the domestic market. ///



— 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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