

Showcasing the best of the best of alufoil

— Experience the many new ideas from the alufoil and closure sector plus major EAFA initiatives.

Every three years the Alufoil Trophy competition coincides with the interpack, the leading packaging technology show in the world. This provides EAFA with the perfect showcase to demonstrate the 'best of the best' in alufoil and aluminium closure developments – the winning entries – on its stand (Hall 10 / C53).

This year the competition attracted a record number of entries, making the competition for the cov-

eted Alufoil Trophy one of the fiercest ever. The result is some truly outstanding new packaging concepts showing the versatility, engineering flexibility and exceptional quality of aluminium as a packaging material, as well as its great marketing and design capabilities for brand identity and new product development.

But the exhibition also presents the opportunity to demonstrate the many activities the association is

Meet EAFA at
interpack 2014
Don't miss "Foil & Taste"
Hall 10 / C53

involved with. And this time is no exception! Every day on the stand visitors will have the chance to take part in the Foil & Taste experience. Guests will be able to enjoy many different products: confectionery, coffee, cocktails and wine which use alufoil and aluminium closures to enhance or protect their taste and aroma. Live demonstrations of the important role it performs for each of these products can be experienced every day. See pages 2 & 3 for details.

For industry professionals the stand offers the chance to catch up with old friends – and make new ones – and learn about the many important initiatives EAFA is undertaking.

Above all we celebrate the heritage of alufoil and aluminium closures at interpack 2014. They have been serving the packaging industry for over a century and can claim to be one of the foundations of the packaging material sector. But the innovation and development never stops. Join us on the stand to see how this exciting story continues ... ///



Aluminium foil markets stable in 2013

Full year results for the European aluminium foil sector, according to figures released by EAFA, the European Aluminium Foil Association, show a stable, but largely flat market in the past twelve months, while the outlook for 2014 is viewed optimistically, with a general recovery in demand expected to gather pace both in Europe and overseas. Final output figures for the year were 842,700 tonnes, 0.3% ahead of 2012 (840,600t).

Deliveries of thinner gauges, used largely for flexible packaging and household foils, remained positive throughout 2013, up by 1.1% compared with 2012. The decline in demand for thicker gauges, used typically for semi-rigid containers and technical applications, continued across the year, largely caused by ongoing uncertainty in construction and technical markets and depressed demand from overseas. This resulted in a downturn of 1.1%. Exports, after a bright start to the year, tailed off, falling by 0.3% as economic uncertainty in some markets delayed investment plans. ///

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Foil & Taste

Foil sets the standard in taste and aroma

Since **Tobler began wrapping** its iconic chocolate bar in alufoil in 1911 the material has set the standard for locking in the flavour, aroma and condition of the product and locking out the harmful effects of light, moisture, gases and other damaging possibilities. With development of foil technology and its applications many types of product now enjoy the same benefits.

To celebrate the importance of alufoil in guaranteeing the products' taste and aroma is perfectly maintained over long periods for consumers, The European Aluminium Foil Association (EAFA), will be holding daily presentations given by experts on their stand at interpack (Hall 10 / C53) to show how this multi-talented material is still setting the standards for quality with many types of food and beverage. ///

interpack
PROCESSES AND PACKAGING
LEADING TRADE FAIR

Foil & Taste Schedule

THURSDAY:	WINE	Four daily shows 11:30 13:30 15:00 16:30
FRIDAY:	CHOCOLATE	
MONDAY:	COFFEE	
TUESDAY:	WINE	
WEDNESDAY:	COCKTAILS	

VISIT EAFA IN HALL 10 / C53

In vino veritas ...

Thursday 8 May



And the 'truth' is aluminium closures are simply the best way to ensure the wine in the bottle stays in perfect condition and retains that intoxicating aroma and, of course, its delicious taste. No cork taint and just enjoy a glass or two now and save the rest for later.

You can be sure that the wine inside will stay in perfect condition, can be carried without the risk of spills and you don't need another tool to open the bottle – the first OR the second time.

What could be more convenient? ///

A little bit of luxury for over a century

Friday 9 May

Chocolates have been offering everyone a little bit of luxury for a long time. But until the invention of alufoil it was difficult to keep it in prime condition due to the products' sensitivity to light, heat and flavour taint particularly.

Today not only does alufoil offer protection from almost all of these, it reflects the 'little bit of luxury' enjoyed across the world. Its shiny surface can be decorated in many spectacular ways to reflect the chocolate's quality and taste – offering brand enhancement – plus doing a great job as a wrap! ///



Foil & Taste

The perfect brew: from bag or capsule

Monday 12 May

The smell of freshly brewed coffee is only improved on once you taste it! Just alufoil can lock in both the aroma and the flavour to make sure that special moment is guaranteed every time.

Modern fresh coffee packs can now come as 'sous vide' blocks, pouches, capsules and pods. These are all made from the ubiquitous material, as only it has those special qualities the coffee needs to keep it in perfect condition.



Also alufoil can be designed and decorated in exciting and innovative shapes, sizes and surface finishes for total brand identity. ///

... and making it look good too!

Tuesday 13 May

There are endless possibilities to decorate the wine bottle and also the alufoil-lined wine carton with high quality graphics and branding to really make an impact on the consumer.

Closures can be decorated and embossed in many different ways and have the advantage that they stay on the bottle throughout its use.

Beverage cartons are an increasingly popular wine pack format and provide the ultimate possibility to tell the story about the delicious product inside, plus offering all the full benefits of flavour and aroma protection. ///



Foil and closures help mix up a party

Wednesday 14 May

Some of the most fashionable drinks these days are cocktails, combining alcohol with crazy fruit juice combinations and even crazier names: Horses Neck, Singapore Sling, Angel Face!

Alufoil pouches and beverage cartons containing foil make it easy and convenient to provide juices to mix with your favourite tittle – opened with the reassuring 'click' of an aluminium closure and re-sealed to keep what is left for a refreshing drink on its own ... or maybe another cocktail.

And watch out, as pre-mixed cocktails in foil pouches and cartons are already available in other markets and will be here sometime soon! ///



Alufoil Trophy 2014 – the winners

Highly creative designs combined with practical solutions add lustre to Alufoil Trophy 2014

This year's Alufoil Trophy 2014 featured many original, yet practical, solutions for products using alufoil packaging and aluminium closures. Some shining examples of the skills and innovation on offer from the sector were among a record number of entries.



Dr Mark Caul, technical manager for packaging at Tesco

The panel awarded 12 trophies from the 67 entries, recognising excellence in all five competition categories, plus one discretionary award.

Head of the judging panel this year was Dr Mark Caul, technical manager for packaging at Tesco, who brought a valuable retail perspective to the table. Commenting on the overall competition he said, "We were particularly impressed by the combination of alufoil with other materials to come up with some very well engineered and novel packaging solutions – many of which could lead to new market opportunities for alufoil or closures. In addition some of the finishing and print quality was simply outstanding and took some, often quite established concepts, to a completely different level. I was genuinely excited by the potential of some of the winning entries."

The annual awards are organised by EAFA, the European Aluminium Foil Association. It has become a high profile competition, which is increasingly seen as a benchmark for other packaging awards. The competition attracts entries from many of Europe's leading aluminium converters, as well as top designers and practitioners in the packaging, printing and industrial sectors. Judging is carried out by a panel of experts from across the industry as well as end users or retailers. ///



Peel and pour solutions offer real benefits

/// Consumer Convenience

— A medical pack and bottle closure with built in spout take the stress and the mess out of packs for very different consumer uses.

A peelable lid blister pack, consisting of lidding foil and a Formpack® coldformed bottom web, provided by **Ancor Flexibles** for Merck Sharp & Dohme Australia won for its greatly improved openability and product protection.

The EMEND® Tri-pack Formpack® with peelable lidding is used for medication to prevent nausea and vomiting. The totally alufoil pack provides complete barrier protection, as well as making it easier to handle for the patient.

The blister replaces a larger walletted tri-pack that required the patient to push the tablet through the

blister pack lidding. As a result of the change, MSDA has seen a dramatic reduction in the number of impacted products. ///

"This particular drug needs to be available when the patient is probably in some distress, so making it easier to access is a major benefit. Also it offers improved protection and reduces breakages of the pill."

Dr Mark Caul



Ancor Flexibles – EMEND® Tri-Pack Formpack® blister with peelable lidding

The VERSO, created and manufactured by **Guala Closures**, is a patented spout that pops up at each opening integrated into an aluminium closure. The device offers an excellent pouring speed with precise dosage control, which helped it to gain an award in this category.

The aluminium closure is very easy to open and re-seal. It can be customised with a full range of decorative options. A patented drip recovery system stops unwanted drips with an original flow cut-off concept and also ensures the pourer stays clean and hygienic during use.



Guala Closures – VERSO

Guala Closures' VERSO was also awarded an Alufoil Trophy 2014 in the Technical Innovation category. (See page 6) ///

"This closure caught our attention straight away. The result of combing the plastics and aluminium is a highly effective and useful closure and pourer which has many benefits for the consumer. It was a clear winner."

Dr Mark Caul

Alufoil Trophy 2014 – the winners

Serving their products perfectly

/// Marketing + Design

— Wine and beverage containers are benefiting from the design possibilities of alufoil capsules and aluminium closures to create a bigger impact and strong marketing message.

Beverage producer Belmoca is packaging five flavours of premium coffee, as well as a milk portion, in shiny, diamond faceted, aluminium capsules created with **Ancor Flexibles** material. This impressed the judges who had no hesitation in making the award.



Ancor Flexibles – Belmoca

The eye-catching design, incorporated onto the shape of the container surface, has helped to distinguish it as a premium brand in the fast growing market for coffee capsules and compliment the company's promotional slogan "Belmoca – a diamond in your cup".

“When packaging can really reflect the quality image the manufacturer, and retailer, want to deliver then it is clearly a great piece of design. Add the marketing message and this capsule could not be more effective.”

Dr Mark Caul

The container comprises alufoil 100µm with an outside stove lacquer, which can be produced in various colours, finished with a heat seal lacquer. The lid is made with alufoil 40µm with a colourless stove lacquer which is embossed and finished again with heat seal lacquer. ///

The SAVIN PREMIUM closure, from **Guala Closures**, carried off an award thanks to a winning combination of an aluminium outer shell and

aluminium inner liner with patented thread. These offer improved sealing as well as enhanced branding opportunities, says the company.

An in-house innovation, the aluminium closure for still wines is currently in use at several South African, Australian and US wineries. It combines new technology with a modern look.

“The level of decorative detail achieved on this closure is exceptional and could really help to move bottles off the shelf in the retail environment. Given that level of potential impact in stores and the improved sealing characteristics this is a step up on the standard closure.”

Dr Mark Caul

The aluminium inner cap, with integral thread, is suitable for standard glass bottles and greatly enhances the quality appearance of the closure, as the thread is not visible from the outside. So the large outer surface is ideal for side printing/foiling decoration, as well as embossing.



Guala Closures – SAVIN PREMIUM

The closure can be made in a range of finishes: matt, metallic, satin or gloss. Top decoration can be either printing/foiling or embossing. There are several sizes available for wines and spirits. ///

WIT, or Wine in Tube has been developed, by **Guala Closures** as a new packaging concept for quality wines which, said the judges, is a 'totally original merging of materials' – in this case glass and aluminium.



Guala Closures – WIT – Wine in Tube

The patented glass tube is sealed with a crimped aluminium closure and is suitable for both wine and spirits. WIT France developed the idea in partnership with Guala Closures, INRA (Institut National de la Recherche Agronomique) – Montpellier, and Ecole Nationale Supérieure d'Arts et Métiers – Paris.

“The whole concept is conceived around the packaging as well as the product itself and has been executed brilliantly. It has the potential for multiple applications, across a wide range of product types and has boundless marketing potential in the gift market alone.”

Dr Mark Caul

The designers believe WIT can fulfil a number of functions: as an interesting and original gift pack; or a sample case which is highly distinctive to create a positive impression at events or tastings; or an unusual and high impact display for the retail environment. ///

Alufoil Trophy 2014 – the winners

Thinner, stronger cup plus full print makeover */// Resource Efficiency*

— *Two distinctly different solutions prove there is more than one way to meet sustainability goals.*

The CE 137 R EasyTin N/B smooth wall cup from **Ecopla**, part of the Nicholl Group, stacked up some impressive numbers in savings on material usage, transport and energy costs, compared with standard cups to take an award in this important category.

Used to pack a range of pastry speciality desserts the cup includes lacquering in black and white PET with a vinylid lid. Ecopla says a new alloy allows a harder temper to be achieved in the annealing process, which helps to maintain rigidity. The result is a material that is 17% thinner and 16% lighter than standard gauge cups, while offering better mechanical characteristics, it claims. *///*



Ecopla – CE 137 R EasyTin N/B

“This was a well presented entry which gave some clear numbers and gains to be made in terms of saving resources. These are the sort of facts which help those companies considering whether to use a product make a positive decision.”

Dr Mark Caul

Italian printing specialists **Rotoprint Sovrastampa** received recognition for helping multinational dairy and food producers Parmalat to save the costs of recycling reels of alufoil printed to lid a discontinued product and enabled its use on a completely new line, thanks to a patented process called ‘total recycle overprint’.

The result has given back the appearance of alufoil to a piece of material which had been previously printed in many deep and concentrated colours. In terms of resource efficiency the patented overprinting technology has several advantages: it allows savings on the cost of landfill and transport, it helps reduce carbon emissions as the old material

is not destroyed and there is no need to produce another roll from virgin stock. *///*



Rotoprint Sovrastampa – Frutta al cucchiaio Parmalat

“This is a very interesting approach to resource efficiency, which we normally view as using less material. But it has saved 100% of the alufoil, which would otherwise have been surplus stock.”

Dr Mark Caul

Alufoil shows its strength and versatility

/// Technical Innovation

— *The engineering and mechanical properties of alufoil combine with other materials to create new products.*

Constantia Flexibles achieved an award in this category for CONSTANTIA Perform, a sterilisable lidding foil developed for Greiner Bio-one’s VACUETTE® PREMIUM Safety Needle System Tube-Touch. The blood collection safety device incorporates a tube holder which is sealed with a puncture resistant aluminium lidding foil to ensure the interior is sterile and offers good barrier resistance and toughness.

This lidding foil can be laser marked and uses an abrasion-resistant overlacquer. Constantia says the



Constantia Flexibles – CONSTANTIA Perform

foil allows easy and clean opening without filaments at the tube, it can be sterilised with gamma radiation, offers optically perfect print layout and perfect positioning in the machine, as well as high mechanical consistency against abrasion. The material is also suitable for laser marking (print of 2D-code, lot number and date of expiry). *///*

“This is a very complex device which has a remarkably simple solution for the sealing element thanks to the properties of alufoil.”

Dr Mark Caul.

The VERSO, a patented spout that pops up at each opening, which is integrated into an aluminium closure, achieved a second award for **Guala Closures**.

Developed specifically as a screwcap closure for standard olive oil bottles VERSO has a uniquely



Guala Closures – VERSO

shaped pouring device which has been specially designed for oil viscosity. The aluminium closure is very easy to open and reseal and also incorporates a patented drip recovery system, ensuring it stays clean and hygienic during use.

*Guala Closures’ VERSO was also awarded an Alufoil Trophy 2014 in the Consumer Convenience category. (See page 4) *///**

Alufoil Trophy 2014 – the winners

Safe and secure, whatever the product

/// Product Preservation

— The wide range of products for which alufoil can provide a protective environment are shown to great effect by these winning entries.

The CONSTANTIA Safemax, a resilient container comprising ribbed alufoil plus lidding foil, made by **Constantia Flexibles** enables a drug delivery device manufactured by GlaxoSmithKline (GSK) to be extremely well protected from moisture ingress while holding it tightly to prevent damage due to impact or movement during distribution.

The design brief from GSK was for the development and industrialisation of a radically different method of containing, protecting, and delivering a vitally important inhalation device to the global market.



Images: © GSK

Constantia Flexibles – CONSTANTIA Safemax

So the company and its partners utilised their expertise in aluminium conversion technology and knowledge of the material's packaging attributes to create a durable, very high barrier container based on a deep draw aluminium tray, with a consumer friendly peelable lidding foil. ///

“The highly effective way the device is held, combined with the overall strength of the pack, makes it a true innovation and a first class combination of material, design and efficacy.”

Dr Mark Caul

The second award went to **Gascogne Laminates** and **dy-pack Verpackungen** for the SAFEdy sack, made using a standard gauge alufoil liner, offering maximum product protection for a range of sensitive products, while maintaining filling speeds on standard production lines.

In combination with the perforation system and an innovative overlapping technique for the paper layers, a very high grade of protection and prolonged stability of the contents is possible. The alufoil creates a highly effective barrier to moisture, air or gas and can also keep odours in – ideal for a wide range of dry filled goods. ///



Gascogne Laminates and dy-pack Verpackungen – SAFEdy

“This looks a very straightforward solution. In fact the design incorporates a clever aeration system which enables efficient filling as the air can escape through perforations in the liner.”

Dr Mark Caul

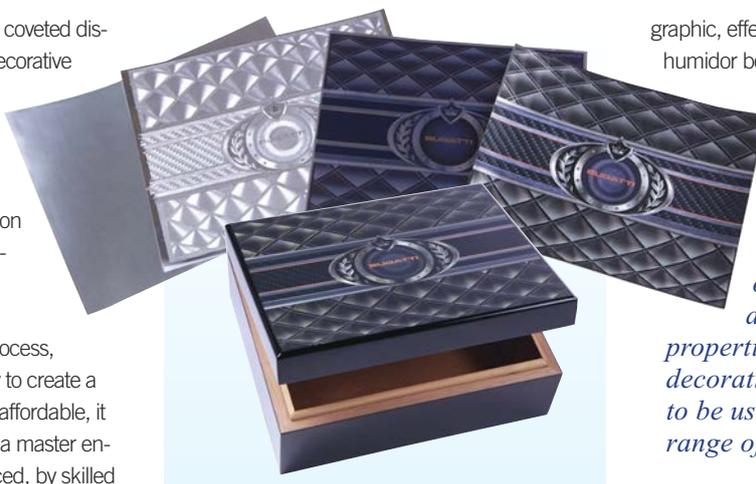
A shining example of quality and originality

/// Discretionary Award

— Reflecting excellence in the art of using alufoil to create an outstanding finish for high quality cigar containers.

Frith's Flexible Packaging received the coveted discretionary award for an outstanding decorative print finish on a limited edition cigar humidor made for Integral Logistics. The Bugatti wooden humidor, which incorporates engraved aluminium foil crafted to give a 3D effect on the lid, creates a unique effect and enhances the point of sale appeal.

The bespoke print and embossing process, known as Dufex, allows the company to create a product which is both individual and affordable, it says. To emboss the printed material a master engraving of the graphic is hand produced, by skilled studio staff, to create the final 3D, almost holo-



Frith's Flexible Packaging – Bugatti

graphic, effect. Once the alufoil is applied to the humidor box lid it is finished with a high gloss piano lacquer. ///

“The process combines both the reflective qualities and malleability of aluminium, while demonstrating the unique properties of the material as a decorative medium – enabling it to be used to add value to a wide range of products.”

Dr Mark Caul

Sustainability

Alufoil tops the class as sandwich wrap



Two very common options for taking sandwiches to kindergarten, school or the workplace are the reusable rigid plastic box – commonly judged as very environmentally friendly – and aluminium household foil, generally perceived as not environmentally friendly, even to the extent where it has been banned in some kindergartens and schools in



several European countries. The two alternatives came under scrutiny in a recent Life Cycle Assessment (LCA) commissioned by EAFA to understand the environmental impacts of both solutions.

The well-respected German institute IFEU (Institut für Energie- und Umweltforschung) undertook the assessment and has issued a report which aluminium foil can very good option as a sandwich wrap, with consistently positive outcomes.

The base scenario compared household foil of 12 micron, which is the European average for household foil, and a reusable plastic box washed in an energy efficient dishwasher. It concluded that from an environmental point of view an appropriate amount of aluminium foil performs no worse than the plastic box. The impacts due to the foil are lower than those of the box in for most relevant

environmental impact categories and equivalent for the remaining ones.

In addition, different user behaviour/end-of-life parameters, which can affect the results, were examined in several sensitivity scenarios: recycling rates (0%-100%), different foil thicknesses, number of sandwiches, non-phosphorus containing detergent. These tests indicated similar, or even better results, compared with the base scenario in all relevant impact categories. The LCA was peer reviewed according to ISO 14044.

In conclusion the study found an appropriate amount of aluminium foil, to pack one or two sandwiches on the European market, can be considered as a responsible choice.

For more information: www.sandwich.alufoil.org ///

UN report recognizes life cycle assessment work of EAFA

The United Nations Environment Programme

(UNEP) has acknowledged a number of Life Cycle Assessments (LCAs) undertaken by the European Aluminium Foil Association (EAFA) in a wide ranging, in depth, report to understand best practice in using LCA as an assessment tool for packaging.

The report, produced under the Life Cycle Initiative – a joint organisation of UNEP and the Society of Environmental Toxicology and Chemistry (SETAC) – summarizes the results of a project designed to

consolidate outcomes of existing research on the environmental performance of packaging to show the value of applying LCAs to evaluate environmental impacts for food and beverage packaging. A clear aim of the report was to demonstrate why a full life cycle perspective is so effective.

Aluminium foil, with its proven barrier properties against light, gas, moisture and odours has long been at the forefront of food and beverage packaging developments to achieve extended shelf-life

and improved ambient shelf performance. The inclusion of these EAFA LCAs further re-enforces their credibility.

The studies, undertaken over the last 5 years, were considered good enough to be included as examples of best practise by the UNEP/SETAC project team. EAFA believes strongly in the value of including all life cycle stages as it prevents the decision maker from inadvertently shifting the environmental burdens from one stage to another. ///



— 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.

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