

Remarkable alufoil: celebrating 40 years of EAFA

— This year marks the 40th anniversary of the foundation of the European Aluminium Foil Association, EAFA, out of organisations with roots going back to the 1920s.

Over the last forty years EAFA's role has changed considerably as new dynamics have driven the markets it serves, particularly the packaging sector. The need for environmental responsibility, resource efficiency and sustainable materials has put these issues at the forefront of the EAFA agenda. In addition, the increasing influence of legislation and regulation within the European economic areas is driving requirements for longer product shelf-life, better food and drug security in the supply chain and greater recycling. Also modern marketing demands

have enabled aluminium foil based products to show the strength and versatility of the material in meeting all these requirements, yet showing its high quality image making properties too!

Consumers have become increasingly aware of the environmental impacts of packaging and how foil covered components can insulate homes better or make auto engines work more efficiently. The huge increase in specialised laminated films, pouches and trays specifically designed for more efficient cooking - and including microwaveable - has had a profound impact on the uses of alufoil.

By using a minimum of packaging material while, at the same time, proving to be a highly effective protection barrier, aluminium foil has played a leading role in the advance of modern packaging. It has a wide range of properties which not only help in the prevention food waste but really add up in the sustainability and resource efficiency debate. The Association has worked hard to promote these benefits.

Through all these developments EAFA has steered a sure and effective course and expanded its operations into the aluminium closures sector which has seen a rapid expansion in demand over in the last decade as more and more wine producing countries are convinced of the benefits they bring compared with other closure options.

The Association has continued to offer guidance to a wide range of stakeholders and media as well as lobbying on behalf of the industry, in close cooperation with its division, Flexible Packaging Europe, FPE, as the legislative and regulatory regimes become more and more challenging.

EAFA has proved itself to be a dynamic and effective Association for a truly remarkable material and looks forward to the next decade with confidence. Here we can look at just a few of the milestones which have helped to make alufoil, and the Association, fit for the 21st Century! ///



Alufoil Trophy 2015 – call for entries

Entries for the Alufoil Trophy 2015 are now open and, as in previous years, the competition offers five categories for those companies who innovate in alufoil to demonstrate their talents: Marketing & Design; Consumer Convenience; Product Preservation; Technical Innovation and Resource Efficiency.

The entry deadline is 5 December 2014, so don't miss your chance to enter this prestigious competition which rewards excellence in European aluminium foil packaging solutions. Details of how to enter and entry forms are available at www.alufoil.org ///



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Celebrating 40 years of EAFA

Alufoil: essential yesterday ...

Our pictures of a family kitchen in 1974 and 2014 show just how much has changed in our lifestyles in the last four decades. But they also show many similarities too. One thing is for certain, the role of aluminium foil as an everyday tool, used by all members of the family, has increased very noticeably. It touches our lives on so many different levels that it is often taken for granted – but in a very positive way.

Sometime during each day we are all likely to use an alufoil product. And even those we cannot see,

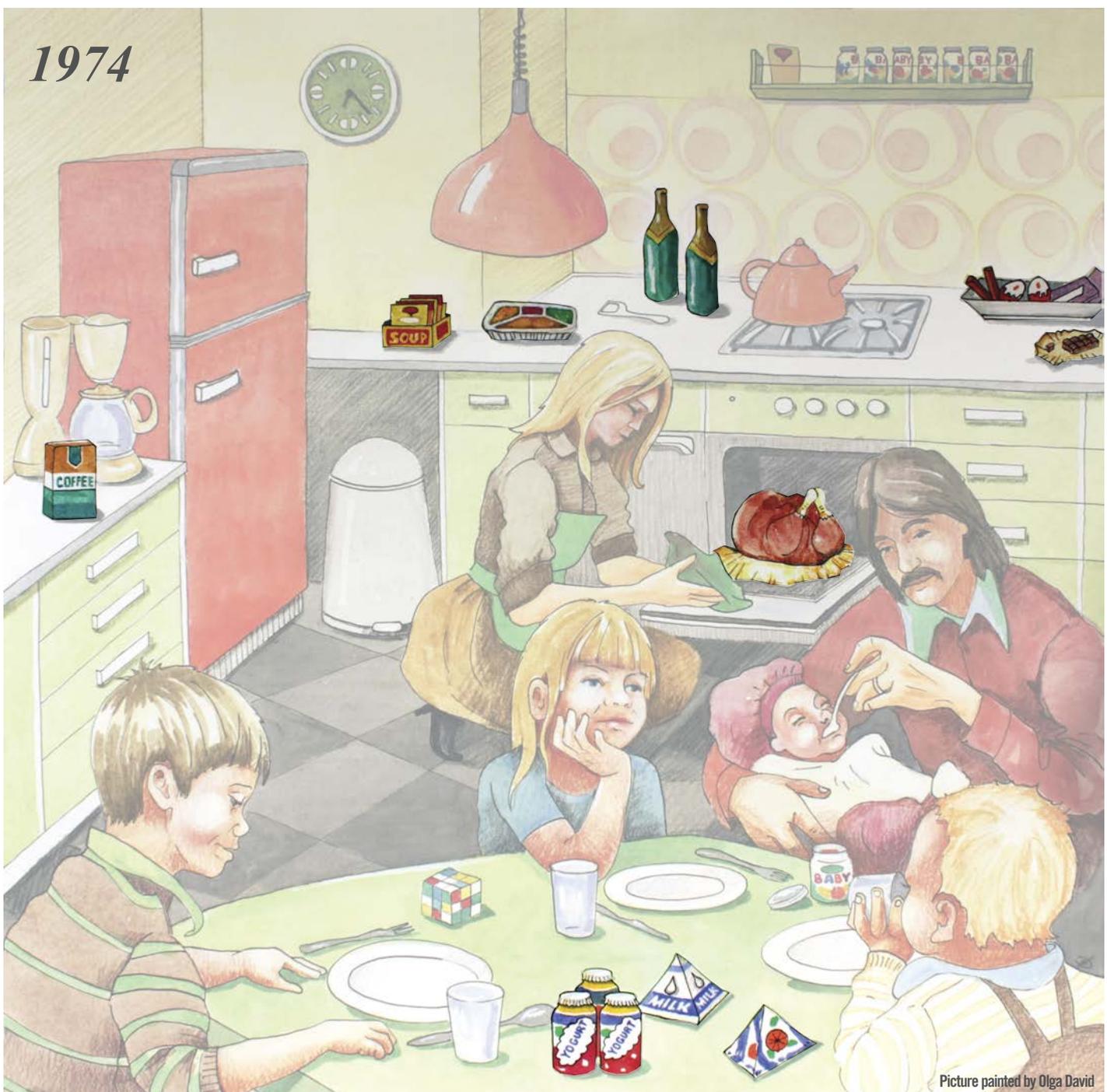
such as wall insulation or automotive heat exchangers, are a vital part of our modern lifestyles – simply making things run more smoothly and efficiently.

The similarities between 1974 and 2014 are easy to spot: household foil, alufoil trays for meals, beverage cartons, some forms of coffee packs and even blister packs for medicines, all look very much the same. But of course the make-up of the material, its design and performance have all changed for the better. For example we now use mainly peelable lids for our yogurts and a whole host of other things too –

such as pet foods, spreads and drinks. Indeed the range of products using alufoil has increased considerably in four decades, offering much more convenience and greater protection.

Pouches are fast becoming a very popular style for ‘on the go’ drinks and snacks, plus a whole range of wet and dry foods, such as soups or sauces. Many use alufoil as part of a laminate or lining.

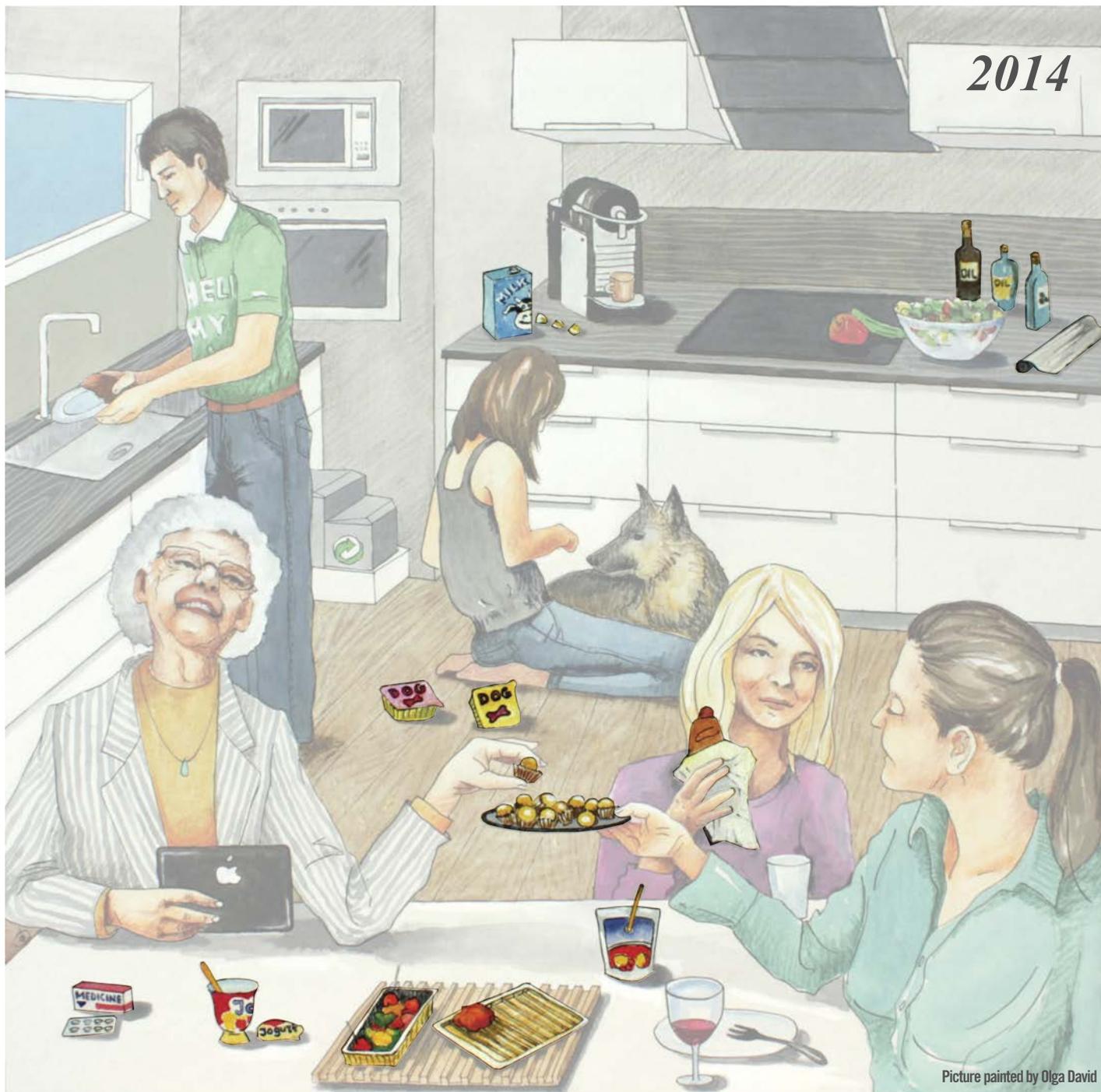
Likewise, while there are still plenty of vacuum packs of coffee and alufoil lined cartons of drinks



Picture painted by Olga David

Celebrating 40 years of EAFA

essential today, essential tomorrow



Picture painted by Olga David

on the market, we can now buy highly convenient and very popular coffee pods as well as instant coffee stick packs. In addition, today there are many different shapes and sizes of cartons, which can be aseptically filled for longer shelf life.

The versatile alufoil tray may look the same to many consumers, but of course the designs and weight of material have changed dramatically to meet the requirement for better sustainability, better cooking performance, drainage of excess fats and even the needs of modern microwave cooking.

And it is nice to see that some things have stood the test of time, such as foil neck decorations on champagne and beer bottles, or the use of alufoil's shine and printability for high quality labels. While packs for confectionery and even pills may look the same, often they are using a much more sophisticated aluminium foil format than existed 40 years ago. Doing the same job, but better and with less material!

Yet the revolution in the drinks sector must surely be the widespread and increasing acceptance of the aluminium closure for wines as well as spirits.

Back in 1974 the cork ruled the wine closure sector, while aluminium closures were restricted, more or less, to spirits and certain other products such as olive oil. Today more and more wine producers are discovering the benefits aluminium closures bring to their products and to their consumers too!

So we can truly celebrate the 40 years of service EAFA has given to the foil industry, and at the same time recognise this essential – and fully recyclable – material. With constant innovation we can look forward to a bright and exciting future. ///

Sustainability

Taking used coffee capsules for recycling just got easier

Proving that, however small the aluminium container may be, there are still excellent ways to recycle them, Nespresso Austria has improved its collection and recycling system for used aluminium foil capsules as part of the Nespresso Ecolaboration™ program, launched in 2009.

In Austria there are more than 1,300 recycling collection points, adding up to a recycling capacity of 84%. Globally the scheme operates in 26 countries with more than 14,000 collection points with a potential capacity of 80%.

So that its customers have the easiest recycling solution, Nespresso Austria asked Mondri to



develop a customized collection bag which also reflects Nestlé's overall sustainability principles. Once the bag is full, it can be closed using the sealing strip and then simply taken to one of

the recycling points. Both the bag and the coffee are totally compostable, and the aluminium is recyclable.

Nespresso started the program as, in some countries, coffee capsules are not classified as packaging and therefore not part of national or local recycling schemes.

The company uses aluminium foil because it is the best material available today to protect its highest quality coffees. Hermetically sealed alufoil capsules provide the best protection against factors such as oxygen, light and humidity that can compromise freshness, taste and quality. ///

Revealing the art in alufoil

More and more contemporary artists are using everyday items and industrial products to show different aspects of how art can be interpreted. Objects made from aluminium foil are proving to be an ideal medium.



Jessica Stockholder: *Bright Longing and Soggy Up The Hill*, detail (2005). Courtesy of the artist and Mitchell-Innes & Nash, NY

Jessica Stockholder, currently Chair of the Department of Visual Arts, University of Chicago, a sculptor and installation artist, used aluminium foil trays to create part of her work "Bright Longing And Soggy Up The Hill" in Kunsthallen Brants, Odense, Denmark. The trays are hung vertically, alongside fluorescent light tubes, which reflect light onto the trays. Her work draws attention to aesthetic qualities of often overlooked items and examples can be seen around Piacenza, Italy this autumn. ///

New York based artist Christina Stahr has been creating and exhibiting collage works from her ongoing "Chocolate Obsession" series for some time. Working with wrappers from chocolate she has eaten, the collages combine commercially printed chocolate wrappers and fine art papers with aluminium and 24 carat gold leaf. The rich, sensuous texture and colours of the assembled elements investigate the marketing and packaging of luxury consumer goods, as well as the pleasures they promise. Currently with a New York exhibition Ms Stahr's works have been exhibited extensively in the US and Europe. ///



Christina Stahr's *Chocolate Obsession Collage #4*



Stephan Grebe's artwork on display at interpack



Stephan Grebe was chosen to provide some of his artwork in the interpack Press Lounge when EAFA held its 'Alufoil material day'. Based in Germany Stephan likes working with alufoil because of its malleability, deadfold properties, reflective qualities and the way light plays off the material. A piece can look different using varying light tones and angles. By creating a 'framework' made of patterned wood, for example, the alufoil can be overlaid to create a relief or embossed effect to mimic these patterns. ///



— 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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