

Innovation and creativity are alive and well

— *Alufoil Trophy 2015 produces an outstanding selection of winners, with aluminium foil and closure concepts for the food, beverage and pharmaceutical sectors.*

Once again companies from every part of the aluminium foil industry have embraced the opportunity presented by the Alufoil Trophy. With the diversity of the 57 entries, covering a wide range of products across all the entry categories, the judges had a demanding task but finally selected 12 worthy winners.

The judges were led this year by Jean-Paul Duquet, global packaging eco-design manager of Bel Group, who brought a wealth of experience in aluminium foil to the table, having had a long and distinguished background in the alufoil industry.

He commented “It is very refreshing to see so much creativity from the aluminium foil sector at a time when market conditions continue to be challenging. There are some fine examples of highly



original concepts to open up new market opportunities or expand existing ones.”

“The ability to meet environmental and sustainability targets



without losing any degree of performance or quality is very clearly demonstrated. In addition the technical innovations, to solve complex problems or meet difficult conditions, illustrate the talent available in the industry. Overall it is clear innovation and creativity are alive and well in the aluminium foil sector,” he added.

The classifications are Consumer Convenience; Marketing + Design; Product Protection; Resource Efficiency; and Technical Innovation. The judges also have discretion to award an Alufoil Trophy for products displaying excellence across a number of categories, or for an outstanding or clever application. /// For all the winners see pages 2 – 4

Foil exports offset flat demand in Europe

Despite 2014 providing a very mixed set of results in the aluminium foil sector, overall it was a satisfactory performance in the face of continued economic difficulties and competitive influences, according to figures released by EAFA, the European Aluminium Foil Association. Total production in Europe reached 852,685 tonnes, just 0.3% below the previous year's total of 855,510t. Once again exports put in a strong performance, ending 2014 with a rise of 17.2%, helped by currency factors.

A rally in demand for thicker gauges, used typically for semi-rigid containers and technical applications, seems to be continuing, as year on year totals improved marginally by 1.8% thanks to a slow recovery of technical markets. Demand for thinner gauges, used largely for flexible packaging and household foils, has been weak throughout the period and this was reflected in the small decrease in deliveries of 1.3%. More competition with other materials and continuing down gauging are considered to be responsible for this outcome. /// For more information go to: www.alufoil.org

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Alufoil Trophy 2015 – the winners

No more spills as packs seal up

/// Consumer Convenience

— A sophisticated pack making a potentially messy job easier and a simple solution to a common problem demonstrate just how convenient aluminium foil can be.

Cleaning up a messy job in some style the **Ampac Flexibles** Marinade Pouch, made for client JANS, is an innovative, 3-sided seal pouch, with a special zipper solution, in the format 200 x 300mm designed for consumers who like fresh meat marinated in an organic marinade.

He or she can simply place the meat of their choice into the marinade pouch which contains 200ml of sauce and marinate up to 1Kg of fresh meat within 30 minutes. The pouch combines a three-layer lam-



Ampac Flexibles: Marinade Pouch: "JANS Bio Marinade"

inate with aluminium foil in the middle, backed by a high barrier transparent material. The zipper membrane protects the reclose-profile until opening. The product has a shelf life of 12 months and is not subject to cold chain requirements.

"This highly original pack makes a potentially messy process simple yet effective, plus it is super-convenient and easy to use." said Jean-Paul Duquet. ///

For simplicity the recloseable aluminium foil bag, designed by Matteo De Martino for **Di Mauro Flexible Packaging** solves the problem of leaks or spills of frozen food from multi-portion bags, while being quick and easy to open and reclose when required.

"We were particularly impressed that it uses the characteristics of aluminium foil in a perfect way." – Jean-Paul Duquet

The TwistPack frozen food bag was developed for a major frozen food brand owner, for products such as 1kg of vegetables. No adhesive or label is



Di Mauro Flexible Packaging: TwistPack

needed as the design takes advantage of the dead fold properties of aluminium, once twisted. Benefits for the consumer are that they can use, then easily reclose the bags as many times as they want and do not have to look for other closing devices. ///

Can ends and labels tell sustainable stories

/// Resource Efficiency

— Making the most out of the material, whatever the use, is now top of every packaging agenda. These winners show aluminium foil to best advantage for very diverse purposes.

Canseal Pro, a direct-seal aluminium membrane for can ends, developed and manufactured by **Ancor Flexibles**, is currently being used to pack dry products that do not need heat processing after filling, as well as for other products such as condensed milk, which benefit from the excellent barrier properties offered by aluminium foil.

The coextruded sealing structure of Canseal Pro, made specifically for a newly developed direct sealing technology, offers excellent seal integrity, easy



Ancor Flexibles: Canseal Pro

peelability and highly efficient processability. The membrane reduces total packaging material and cost, since it is directly sealed onto a can. So no additional metal ring is needed. One thousand conventional steel EOE lids, for a typical 73mm diameter can, weigh around eight times more than the equivalent Canseal Pro lids, says Ancor.

Jean Paul Duquet described this as "a potential 'game changer' for this type of can product, as sealing times could be reduced and better line speeds achieved, offering resource efficiencies in these areas too." ///

Constantia Haendler&Natermann has created a remarkably thin neck foil label for Chang Beer which uses an 8.8µm, soft tampered, aluminium alloy. This not only offers material savings, but also downstream advantages during the recycling/reuse process.

The thickness of foil has been reduced, over time, from something like 13µm to 10.5µm and most recently down to 9.5µm. In addition to material



Constantia Haendler&Natermann: Chang Beer

"This is a clever and well thought out development – resource efficiency all round!" – Jean-Paul Duquet

savings of 8% the new neck foil has a positive impact on wastewater treatment. The thinner foil completely dissolves in the caustic bath, extending the caustic wash efficiency up to 10%. This leads to lower emissions of hydrocarbon and thus less heat dissipation from the washer, says the company. ///

Alufoil Trophy 2015 – the winners

Style with functionality take centre stage

/// Marketing + Design

— Opening up new markets or expanding and enhancing existing ones is a key element of this category. The three winners ably demonstrate how aluminium foil can succeed in both.

Ampac Flexibles' Pull Tab T-Shirt beverage pouch combines innovative packaging with technology to enhance brand marketing, allowing food manufacturers to deliver products in a very attractive, T-Shirt shape pouch.

The shape is perfect as a football club or sports club drink container and can be custom-printed to match the colours of the team in up to 10 colours. The high barrier stand up pouch also provides hygienic protection of the straw hole with a tear away, customized Ampac Pull Tab label, so is ideal for a sporting environment. As larger straw diameters are available (up to 8mm) it opens a new field of sales because the pouch can contain smoothies and thicker liquids and is not limited to waters and juices, says Ampac. ///



Ampac Flexibles: Pull Tab T-Shirt Pouch

“Sometimes simple ideas have the greatest impact. By adding the ‘sleeves’ they have created something with huge marketing potential.” – Jean-Paul Duquet



Guala Closures: TANQUERAY 10

A complete makeover, for Diageo's new Tanqueray No. Ten bottle, features a stunning aluminium closure designed and made by **Guala Closures**. The closure is perfectly integrated, both to support the premium positioning and enhance the design.

“This is a fine example of what aluminium can achieve as both a practical item and as a part of a total marketing concept. Each element – the bottle shape, colour, band label and of course the aluminium closure all contribute to the stunning visual effect,” stated Jean-Paul Duquet.

Citrus is at the heart of the Art Deco influenced overall design, with a strong element of the new bottle shape and other components being the lemon

squeezer. The closure, made with 8011 aluminium alloy, is thicker than average. Cutting-edge processes have been used to achieve its shape, while more grip was obtained with a knurling process. ///

A range of ‘boat shaped’ aluminium platters, used for home meal preparation or catering service, enables more convenient handling and excellent presentation of delicate food and dishes. The design, from **Mechanotools – ICONT** and **Hydro Aluminium Slim** of Italy enhances the wide range of dinner trays available by offering smooth contouring, created by a new 3D process.

“This is a genuine shape change which shows off the aluminium foil to best advantage.” – Jean-Paul Duquet

In traditional aluminium trays the container top edge is on a flat level. In this 3D-Series of trays the containers' top profile is built on 3-axis, outlining a double-curvature surface, the first of its kind applied in moulding technology for aluminium containers, say the companies. The trays come in three sizes 35, 45 and 55cm in gauges 105µm to 160µm. ///



Mechanotools – ICONT and Hydro Aluminium Slim: ICONT – 3D-Series trays

Blister strip delivers for new inhaler

/// Product Preservation

— Aluminium foil has a five star reputation for product protection. This winner shows the material can work well to make a highly innovative medical device even better.

A new respiratory inhaler, for people suffering with asthma/COPD, from **Sandoz International**, uses a specially formulated alufoil blister strip, developed by **Amcors Flexibles**, to ensure a longer shelf life of the powder in the AirFluSal® Forspiro® device.

The strip protects the inhalation powder from moisture ingress and also improves performance during transportation and release of the powder from the cavity. By using a novel seal layer between the



Amcors Flexibles and Sandoz International: AirFluSal® Forspiro®

Formpack® base and blister lid foil, Amcor has been able to reduce the potential for moisture ingress via cross-diffusion by 50%. ///

“It is clear that the protection of the active ingredient – a hygroscopic powder – is entirely due to the innovative use of the aluminium foil in the blister strip.”

– Jean-Paul Duquet

Alufoil Trophy 2015 – the winners

Foil gets thinner, closures get smarter

/// Technical Innovation

— A trio of winners show that aluminium foil can rise to very different technical challenges and adapt successfully with other technological developments.

Constantia Flexibles has developed a 5µm aluminium converter foil, specifically designed for pouch and confectionery laminates. Improved process parameters allow the thinner foil to be processed on a high performance laminator without loss of performance.

“To create this gauge of foil consistently shows a remarkable understanding of the material and great skill at the rolling stages,” – Jean-Paul Duquet.

The new thickness has been achieved thanks to advances in rolling mill technologies which have enabled enhanced parameters in each of the steps: rolling, doubling, separating and annealing, to obtain the thinning to a gauge below 5µm, compared with the current standard of 6 - 7µm. Envisaged applications include the wrapping of chocolate, confectionery bars and the inner wrappers for gum where a typical lamination would be Alu/wax or adhesive/paper. ///



Constantia Flexibles: Aluminium foil < 5µm



Amcor Flexibles: Stelvin® Inside

For the wine sector Stelvin® Inside is a new range of aluminium closures and liners from **Amcor Flexibles**, which can double wine maker's Oxygen Transmission Rate (OTR) choices, giving them more tools to help craft and perfect their wine.

“This takes aluminium closures into new segments of the wine market, such as aging red wines, which can only add to their popularity in the marketplace,” commented Jean-Paul Duquet.

Each of the four new liners has a different OTR target which, through technical developments in combination with other materials that make up the liner, ensures a controlled level of oxygen dispersion allowing wine makers and consumers consistency from one bottle to the next. All of the films used in the liners are produced by Amcor and are PVDC-Free. Two of the four new liners also contain layers of aluminium foil. OTRs are offered between 10₂ and 70₂. ///

Also in the wine sector, but addressing a very different issue **Guala Closures** has launched a range of customised aluminium closures. Prior to their introduction, smaller wineries had to use standard ranges and colours for their closures, because of minimum order numbers required for bespoke printing, usually as high as 50,000 pieces.

Guala Closures Design Studio (GCDS) technologies has created a new concept to offer wineries in-house artwork creation and on-site production. The facility boasts state-of-the-art, fast output printing techniques combining digital printing, embossing and plasma technologies. Additionally they allow the application of colour, logos and artwork to any size of order for Guala's patented screwcaps. ///



Guala Closures: Guala Closures Design Studio (GCDS) technologies

“This is a real technical innovation with clever use of printing and related technologies and a great understanding of the material.” – Jean-Paul Duquet

Painless opening with new pill pack

— The winner of this award can claim to have used aluminium foil to the highest standards and achieved a result which works at every level of performance.

A project led by **Bayer Health Care**, supported by design company **Berndt+Partner Creativity**, has created the first shaped pouch for packing a tablet, in this case a very traditional solid form product, the Aspirin.

Working with converter Constantia Flexibles and machinery supplier Romaco Pharmatechnik, the group has created a shamrock shaped pouch pack containing four single tablets. The shaping is

achieved by a new machine concept while the visible silver surface underlines the product's newness and modernity. A new formulation which is more moisture sensitive meant packing in aluminium foil was essential, says Bayer. By using a paper-aluminium laminate the pouches can be opened easily and individual tablets can be separated and taken for 'on the go' occasions, meeting contemporary consumer needs. ///

/// Cross-Category Award



Bayer Health Care and Berndt+Partner Creativity: Aspirin Next Generation



European Aluminium Foil Association e.V.

The international body representing foil rollers and manufactures of alu closures, containers, household foil and all kinds of flexible packaging.



— 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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