

Alufoil products starring on the world stage

— Visitors to interpack can see all the Alufoil Trophy 2017 winners plus exciting demonstrations

The largest packaging show on the planet, interpack, is the ideal place to show off the winners of the coveted Alufoil Trophy for 2017. A truly global audience will come to see just how innovative and creative the aluminium foil sector can be! And this year saw a particularly bright set of entries across all categories, covering thin and thicker gauges, as well as closures. So there will be many 'stars' on the EAFA stand in Düsseldorf this year.

In particular the judges were impressed by the expanding market opportunities for new foil products, whether these are replacing other packaging formats or are completely new developments. Innovative ideas continue to flow from aluminium foil rollers and converters as well as products which are developed in combination with other materials or processes. Read all about these exciting ideas and concepts inside this issue.

Meet EAFA at
interpack 2017

Don't miss "Foil & Taste"

Hall 10 / C53



Of course the exhibition also gives EAFA the chance to demonstrate the many talents and characteristics foil has to offer to different market segments. Following the success of the Foil & Taste experience at the last interpack the stand will again showcase products from the world of wine, juice, confectionery, coffee and, this time, will add BBQ and water to the list.

Over four days different experts will demonstrate, live, just how versatile and effective aluminium foil or closures can be, as well as giving the visitors the chance to taste and enjoy the samples on offer.

For the many aluminium sector professionals visiting the event, the EAFA stand is a great meeting point and a place to network, exchange news, views and see the very latest innovations the industry has to offer. Plus there is the chance to learn about EAFA's many activities and initiatives on behalf of the sector. Join us, please, on the stand! We look forward to welcoming you. ///

Alufoil deliveries hit record levels

A strong performance from European aluminium foil rollers in the last half of the year has lifted deliveries above pre-economic crisis levels for the first time in a decade and to an all time high. Domestic deliveries showed a marked improvement over 2015 (+1.5%) and exports performed better than expected, according to figures released by EAFA, the European Aluminium Foil Association.

Total production in 2016 reached 874,480 tonnes, an increase of 1.5% on the year before. Thinner gauges, used mainly for flexible packaging and household foils, ended 0.5% higher, thanks to a very strong result (+4.0%) in European markets for Q4. Thicker gauges, used typically for semi-rigid containers and technical applications performed better for most of the year, ending 3.4% ahead.

Exports, were less impacted by overseas competition, recording an increase of 1.3% overall with strong growth in thicker gauges, which were more than 20% up. ///

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Foil & Taste



Foil & Taste Schedule

Live Demonstrations

THURSDAY: CHOCOLATIER

FRIDAY: SOMMELIER

MONDAY: BARISTA

TUESDAY: BARBEQUE EXPERT

Four daily shows

11:30

13:30

15:00

16:30

VISIT EAFA IN HALL 10 / C53

Aluminium foil ...

The biggest packaging show on the planet is the perfect platform to demonstrate the continued importance of aluminium foil as one of the major forces in packaging development and technology; keeping it at the heart of the industry. The European Aluminium Foil Association (EAFA), stand C53 in Hall 10 at interpack will once again feature live Foil & Taste events, showing all the benefits of alufoil packaging in a diverse range of markets and with experts on hand to answer questions.

In addition, the stand, which will be shared with Flexible Packaging Europe (FPE), will enable visitors from across the world to see how aluminium foil works with other materials too, such as plastics and paper, to provide the best solutions for an ever-increasing range of products. ///

Melting moments in the mouth, not the pack

Thursday 4 May



Georg Maushagen

Our expert will show how creative packaging can enhance the perfect chocolate confections, as well as offering the very best protection to ensure they stay in top quality condition. The original aluminium foil pack was used for chocolate bars and, now, more than 100 years later, it is still doing the same excellent job. But now, thanks to the genius of people like our expert chocolatier you can discover how it is able to do so much more – both technically and visually.



Georg Maushagen, chocolatier

“In the daily preparation or the presentation of products, the flexibility and formability of aluminium foil offers me two ways to implement my ideas creatively. Visitors to the Foil & Taste feature can look forward to seeing aluminium foil cornets filled with pleasurable spheres of taste experiences from the world of molecular cuisine.”

Closures work wonders for wine and water

Friday 5 May

The growth of aluminium closure use in the wine sector is not just about fashion, although the latest decorating technologies have made sure they can look very good indeed! Actually, they offer so many technical and consumer advantages over corks, it is easy to see why so many wine makers are now using them. Ease of opening – and closing – is just one factor in their favour. But, of course, they have been used on water, oils and spirits for the same reasons for decades and our expert will tell you all about the reasons why ...

Arno Steguweit, water and wine sommelier

“I am really looking forward to showing visitors at interpack the advantages of aluminium closures and addressing some of the doubts which have been expressed. Contrary to widespread opinion, aluminium closures can be found on top of wine and water bottles of all price categories and are not restricted to products of lesser quality. Indeed, because of the reclosability, I can be totally confident what remains in the bottle will maintain its quality and aroma for a long period.”



Arno Steguweit

Foil & Taste

... at the heart of the packaging industry

Delicious food and drink, all using alufoil, will be available to taste on the EAFA stand throughout the show. The variety of products which rely on foil to keep them in tip top condition and looking great on the shelf is truly amazing. Every day different styles and formats of alufoil packaging will be highlighted, demonstrating the versatility and elegance of the material and its relevance to modern requirements for so many brands.

Whether it is closures for wine, sparkling water and fruit spritzers; capsules for Champagnes and sparkling wine; juice and milk cartons lined with foil; containers with cakes and confections; pouches with snacks, candies or chips; lids for yoghurts, desserts and spreads; trays for pates; stickpacks with creamers; coffee pods; or simply scrumptious chocolates in wrappers, foil handles them all! Come and try. ///



Helping the beans mean a perfect brew

Monday 8 May



Everyone who enjoys coffee knows that special moment when you open a pack and that wonderful aroma fills your senses. Now, in the age of the capsule, sometimes you have to wait just a bit longer to savour the smell and the taste. Both are equally important and our very special 'mystery' barista – a leading authority on everything coffee, from bean to cup – will be on hand to explain why he values aluminium packs so highly. They are a true partner in his profession, helping him achieve excellence every time.

'Mystery' barista

"As a barista, I only use the best quality ingredients when preparing a coffee. This is the reason why I need packaging that does not affect the quality of that coffee and preserves it over a long period. Flexible packaging, made with aluminium foil, provides the best conditions for effective protection of the grounds or beans from external influences, until the moment of preparation."

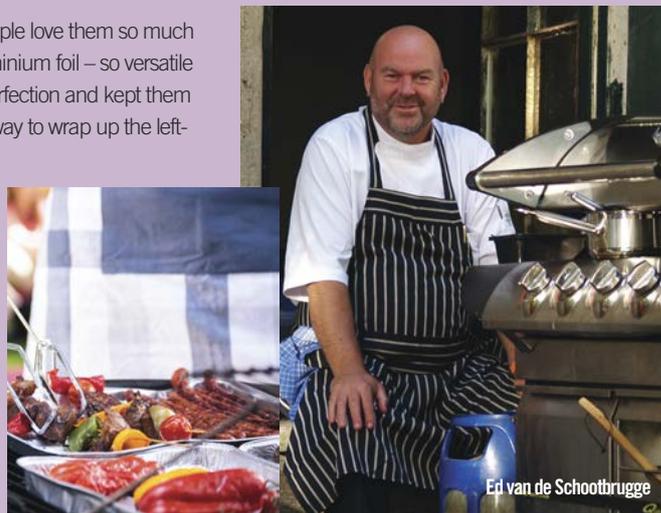
Success with sausages and steaks and more

Tuesday 9 May

The BBQ is now as much a part of summer days as sun and sodas! Indeed some people love them so much it is an all year round occasion. But nothing makes the BBQ such a success as aluminium foil – so versatile and so easy to use. It has saved countless meals from drying up, cooked them to perfection and kept them warm until the family football finals have finished. And at the end, foil offers a safe way to wrap up the leftovers to take home. Our expert will show you just what we mean...

Ed van de Schootbrugge, European BBQ Champion 2012

"Aluminium foil is an integral part of a modern BBQ and opens up possibilities for numerous recipe variations. Meat, fish and vegetables can be perfectly prepared thanks to the heat resistance of household foil made from aluminium. And when there is something left from the last barbeque, aluminium foil is the ideal wrapping for taking home the grilled delicacies and keeping them clean and safe."



Ed van de Schootbrugge

Alufoil Trophy 2017 – the winners

Winning entries define new and expanding market opportunities for aluminium foil

— *Alufoil Trophy 2017 demonstrated the strength of existing product developments and innovations in both traditional and new markets*

A strong set of entries for the Alufoil Trophy 2017, the sector's leading awards competition, showed, once again, the strength of product development programmes and creative thinking in the aluminium foil industry. There were nine winners across five specific categories, plus a Trophy given for Innovation in Application for the first time.

Leading the judges this year was Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, itself a previous winner of a Trophy for its Shamrock aspirin pack. He was full of praise for both the standard and ingenuity of entries.



Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer

"We were impressed with packs which showed real technical advances to create better sustainability, improved quality, more convenient or flexible solutions. Particularly, one or two winners offer the aluminium foil sector a real opportunity to jump into new market segments or enable customers to put their products in places they could not reach before. That marked them out as very special and it fully justified their award," he added.

The annual awards are organised by the European Aluminium Foil Association (EAFA). 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. ///

"We can only recognise the very best of the products entered and the judging proved very close in several categories."

Guido Schmitz



/// Application Innovation

All round innovation creates new product

— *Pushing the capsule concept into different markets required a creative thinking as well as technical development*

"Capsule for beer flavour dispenser" is a clever aluminium capsule system, containing liquid flavour syrup, specially designed for a unique beer dispensing technology. The system, which allows serving multiple drink options from a single beer keg in pubs, is a joint development by **ABInBev** and **Constantia Flexibles**. The judges felt it reflected a strong all-round innovative performance.

The fully recyclable capsule offers beer flavouring at the point of dispensing, with high barrier qualities, to avoid the scalping/degradation of sensitive and

"This product was always on the table as a finalist in every category. But, importantly, it is taking aluminium foil and capsules into a completely new market area."

Guido Schmitz



ABInBev and Constantia Flexibles – Capsule for beer flavour dispenser

concentrated flavours in individual syrups over the whole shelf-life. A major consideration was the piercing performance of the aluminium foil lids in the new dispensing system. ///

Alufoil Trophy 2017 – the winners

/// Marketing + Design

Appealing shape and embossing add impact

— *Two developments reflecting the importance of delivering a strong message successfully for brands in the retail space*

A Bone-Shaped Container pack, designed for wet dog food, has a powerful shelf appearance and message, agreed the Trophy judges. The entire aluminium foil pack, created by **Constantia Flexibles** for German pet food manufacturer saturn petcare, is also printed to underline bones as one of any dogs' favourite foods.



Constantia Flexibles – Bone-Shape Container with high-end printing

Printing on the container sidewall not only continues the bone shaped theme, it can prevent dents and irregularities from being visible. Other consumer friendly features include the ergonomic

shape for easy opening and one hundred percent recyclability. The lightweight empty trays are easy to stack and transport too. ///

“Before the dog can enjoy its food the product has to appeal to the human who buys it. This pack is so well designed it makes you want to pick it up.”
Guido Schmitz

Part of the first full packaging re-design in 80 years for Stolichnaya, the world famous premium vodka brand, resulted in a new family of closures from **Guala Closures** across its entire size range. Siena for Stolichnaya impressed the judging panel because of its high impact features and quality.

The main features characterizing the closure are the side embossed logo and oriented hotfoil decoration, giving to the consumer a tactile experience. The upper part of the closure features a knurled profile to increase the grip during opening. In selected markets anti-counterfeit and anti-refill technology will be available. ///



Guala Closures – Siena for Stolichnaya

“When you re-design a pack for such a well known brand it really has to ‘step up’ and take the product to a new level. This closure does exactly that.”
Guido Schmitz

/// Product Protection

Container creates cake for all occasions

— *Cake products can be kept at ambient temperature for long periods thanks to this container and lid combination*

German company Bäckerei Stiebling needed a sustainable pack to protect its Cakees range of innovative cake products. **Constantia Flexibles** developed a sealed aluminium container system, which offers a shelf life of up to one year and excellent barrier properties. The judges felt this was the perfect packaging solution.

Using this packaging system means no cold chain is required, so no freezer in the outlets or defrosting by the consumer. The cake is immediately ready to serve, as it is always at ambient temperature and so

contains no artificial preservatives. There is an excellent range of traditional recipes, modern food technology and high performance packaging. ///

“This attractive container system offered the client many options to make the product very consumer friendly.”
Guido Schmitz



Constantia Flexibles – Cakees - Ready-to-eat cakes

Alufoil Trophy 2017 – the winners

/// Technical Innovation

Packaging which reaches for new horizons

— *Very different solutions show how technical advances push back boundaries and embrace new complimentary technologies*

The Frangible Formpack® Blister, is an aluminium foil blister pack, with several chambers, made of **Ancor Flexibles'** Formpack® bottom web and a lid-ding foil. It enables moisture sensitive, dry drugs or vaccines requiring delivery in a liquid, to be contained in the same package safely, prior to mixing and dispensing from it.



Ancor Flexibles and Rohrer - Leading Solutions – Frangible Formpack® Blister

The blister was jointly developed with machine builder **Rohrer - Leading Solutions**. One chamber is filled with a dry powder incorporating the active ingredient (highly moisture-sensitive), the other one with a liquid. Thanks to the peelable frangible seal which opens the channel, both components are mixed by pushing on the cavities. ///

“Sensitive dry medicines can be damaged by exposure to light, heat and, especially moisture. This pack goes a long way to solving all these issues and a secure means of delivery.”

Guido Schmitz

A range of aluminium closures, 3D Embossing for the Salute, made by **Guala Closures** for Salute's range of liqueurs can be customized with special metallized printing decoration to give a tactile effect, and allows the application of any pattern with details much finer than mechanical embossing. It has been recognised by the Trophy judges for technical excellence.

“Digital printing, already a major tool for personalisation in the packaging sector, is used to add high quality refinements to these closures.”

Guido Schmitz



Guala Closures – 3D Embossing for Salute

This is a standard aluminium closure which, for the first time, can be decorated with digital printing and then metallized with 'sputtering' technology. This technique allows closures to be decorated by a thin pure metal coating in a specific colour. Different technologies have been merged in one production line to achieve a completely new decoration process. ///



An aluminium combination closure for premium oil in glass bottles, developed by **closurelogic**, called OLIO Premium, featuring a patented HDPE pourer impressed the judges as it greatly improves the overall consumer experience.

An integrated 'No-Touch' system enables hygienic opening and handling, while the flow control within the insert allows for precise pouring. The drop-cut system means both the bottle and label stay clean as the excess liquid is captured and returned to the

No mess! New solutions for pouring ...

— *A drip free, controllable pouring mechanism ...*



closurelogic – OLIO Premium

bottle. Also the combination cap incorporates an anti-refill device within the HDPE system while the aluminium element includes a tamper-evident band. ///

"Here is a perfect example of two materials working in harmony to produce a 'stand out' solution to a perennial problem."

Guido Schmitz

/// Consumer Convenience

Alufoil Trophy 2017 – the winners

/// Resource Efficiency

Material savings with no loss of performance

— A new range of containers and a stand up pouch replacement for cans have strong sustainable features and market potential

A semi-smoothwall container range, branded as “Happy Day” by makers **Contital**, is round, rigid, reusable and recyclable; and is made using a cold moulding process instead of the traditional turning technique. This offers resource savings on several fronts, the judges decided.



Contital – Happy Day

Using a new, patented manufacturing process, the containers have perfectly smooth sides and base, resulting in higher non-stick properties. This allows the manufacture of containers from lower thick-

nesses, without losing the rigidity and resistance. Also there is a reduction of carbon emissions.

By lubricating the rolled aluminium before drawing deformation with food grade oil there is no need for additional lubrication or later rinsing before disposal, offering savings of water waste. ///

“These containers have something to offer everyone. It benefits the producer, the retailer and the consumer.”

Guido Schmitz

Huhtamaki has re-packaged a range of famous Dutch sausages, made by Unilever brands Unox and Zwan, using a straight opening pouch, instead of a traditional rigid metal can. Called Straight'n'Easy, the concept has big resource saving potential in both packaging and logistics, according to the judges.

The film used has a multilayer design with an aluminium barrier and patented Huhtamaki Terolen® film. It is characterised by excellent processing



Huhtamaki – Straight'n'Easy

“This is a classic case of resource efficiency – a lightweight pouch replaces a can. In addition the pack repositions the product as a snack.”

Guido Schmitz

properties on conventional pouch machines and guarantees that the packaging can be torn open cleanly, easily and in a straight line. ///

/// Consumer Convenience

... and new solutions for unwrapping

... and unshreddable chocolate wrap are ultra convenient for consumers

A new aluminium foil wrapper, called Unshredded Wrap, from **Constantia Flexibles** ends the frustration of chocolate lovers trying to peel off the protective layer in little bits. The ‘elastic’ coating on the foil means it comes off in one piece. The judges tried it and it works!

To achieve this, Constantia Flexibles created a special ‘elastic lacquer’ which is applied on the foil (outside or inside). This enables easy unwrapping of small chocolate balls, eggs, seasonal products or even chocolate bars/tablets, as it stretches like an elastic band, so the wrapper comes off in one

piece with no shredding. In addition the new wrapping material offers improved puncture resistance. ///

“Simple solutions are the best and this scored the highest marks for its sheer simplicity. But one should not underestimate the elegance of it either.”

Guido Schmitz



Constantia Flexibles – CONSTANTIA Unshredded Wrap

Sustainability

Study shows single serve packs help fight food waste

The conclusions from a large-scale study carried out in French school canteens highlighted that the waste rate of cheese is 60% lower for individually packed portions compared to cheese sliced and openly displayed. The study was commissioned by global cheese maker Bel Group and conducted by IFOP research institute. It covered nearly 60,000 meals in 33 French schools.

Overall the measured waste rate for individually packed cheese is only 6% compared to 15% for cheese slices prepared on site, according to the study findings – offering tangible evidence of the beneficial role of packaging (single serve packaging in particular) to help reduce food waste.

The study revealed that, at all stages of meal delivery, single serve portions can



Examples of cheese portions served in canteens



significantly minimize the risk of waste. First, the leftover cheese on the tray is reduced (6% for single serve packed portions versus 9% for sliced cheese) due in part to the appropriate and adjusted serving size. Additionally, there are no losses during preparation (compared to 3% for cheeses sliced on site). Also there is no waste after service, as unused pre-packed portions, particularly in self-service restaurants, can easily be returned to the refrigerator, unlike un-packed food which is often discarded (3% of sliced cheese is wasted in this way).

Statistics show that, in Europe, nearly two thirds of food waste occurs at the consumption stage, mainly in households but also in the food services sector (source FUSIONS 2016). Appropriate packaging, such as single serve packed portions, clearly can be a major part of the solution to meet these challenges. ///

SAVE FOOD Congress brings together global expertise

The SAVE FOOD initiative is probably the most important coordinated program attempting to tackle the more than 30% of global food lost through waste in the supply chain.

It was created by the organisers of interpack, Messe Düsseldorf and the Food and Agriculture Organisation (FAO) in 2011. Soon after, the participation of the UN world organisation UNEP was a major step forward, ensuring the initiative attracted many international companies and associations from the industry. More than 140 partners from the

industry as well as several hundred NGOs and research centres at FAO are now registered in the SAVE FOOD network.

The members meet annually in a Congress, which, this year, returns to interpack. It offers the chance for participants to share the latest developments and ideas in a global forum. India will be a key topic of the Congress this year, as a new SAVE FOOD study will be introduced that analyses the food loss situation in that country, with different case studies.

The European Aluminium Foil Association (EAFA) joined the initiative from the beginning as a founding member and shares a common goal with all other partners – putting food waste on the political agenda on a broad scale and developing adequate solutions with all stakeholders involved from industry, politics and society. One important activity to reach this goal is the support of smart and sustainable packaging solutions helping to reduce food waste and improving the supply of food to a growing global population.

At interpack a special trade fair forum, innovationparc, will be dedicated to the SAVE FOOD theme this year. Partners and members will present their studies here, as well as sector and company initiatives.

A new WorldStar award category “SAVE FOOD Packaging Awards” will honour packaging solutions that distinguish themselves by reducing food losses and waste. The 2017 winners can be seen in the innovationparc exhibition. WorldStar is the largest international packaging competition and is organised by the World Packaging Organisation, WPO.

One third of all global food production is either wasted or lost each year – enough to meet the world's food needs. Together with members from industry, politics and civil society, SAVE FOOD aims to drive innovations, promote interdisciplinary dialogue and spark off debates in order to generate solutions, across the entire value chain “from field to fork”. ///





— 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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