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## **Alufoil Trophy winners scoop more honours with WorldStar awards**

Four products, which won the coveted Alufoil Trophy in 2013, have been recognised by the World Packaging Organisation (WPO) with the award of a WorldStar 2014 for packaging excellence. The winning alufoil products were made by Constantia Flexibles and Amcor Flexibles and cover food, beverage and pharmaceutical applications.

Amcor were given the award for its Formpack® with Advanced Blister Design, a pharmaceutical blister pack re-engineered so that the material consumption has been reduced by more than 30% in volume, while improving the moisture protection of the drug by over 40%.

Constantia Flexibles achieved a remarkable three WorldStars for its Cafetique, a single serve capsule containing a range of coffee liqueur flavours printed with high quality graphics on the alufoil lid; Die Cut Lid 2020, a new lidding concept which uses only 20 micron foil; and Feinschmecker pouch, a peelable, bottom gusseted pouch, which offers a new format in dry food applications.



Commenting on these further honours for the alufoil sector Guido Aufdemkamp, Director Communication of the European Aluminium Foil Association, EAFA – which organises the Alufoil Trophy – said, “Our industry is noted for its innovation and design capabilities. But we also need these ideas to evolve into marketable and commercially viable products. The award of these important WorldStars is proof that our members make both clever and highly practical packs which improve the overall usefulness and environmental contribution aluminium foil can make to packaging.”

The next Alufoil Trophy winners, for 2014, will be a major feature of the EAFA stand at the interpack exhibition in Düsseldorf this May. The winners will be announced in Spring 2014, shortly before the exhibition.

### **Further information:**

Guido Aufdemkamp, Director Communication

*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*