

December 2017

Alufoil Trophy: Setting the pace for innovation

Entries for the 2018 Alufoil Trophy competition now extended until 15 December 2017

Düsseldorf, Germany - The European Aluminium Foil Association (EAFA), organisers of the Alufoil Trophy, have announced the closing date for the next competition has been extended to 15 December 2017. This is to enable as many companies as possible to prepare entries, which will be judged in January 2018.

The Alufoil Trophy is the most prestigious competition recognizing excellence and innovation in aluminium foil, for resource efficiency, consumer convenience, technical innovation, product protection and marketing/design. Past winners have gone on to claim many other significant awards, such as WPO WorldStars.

Entries can cover a single category, or be entered across several, increasing the chances to capture the most coveted award in the aluminium foil sector. At least one product will gain the highly prized Overall Excellence Award. The brochure and entry form is available to download from a dedicated section of the EAFA website, (trophy.alufoil.org).

Commenting on previous Alufoil Trophy competitions EAFA's Executive Director Guido Aufdemkamp said, "Every year the entries demonstrate just how innovative the aluminium foil sector can be in both packaging and industrial applications. Recent winners have shown a remarkable ability to create products to expand into new markets. We look forward to another exciting and diverse set of entries this year."

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.
www.alufoil.org

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