

MEDIA RELEASE

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More WorldStar glory for Alufoil Trophy champions

Düsseldorf, Germany - Once again the WorldStar competition, organised by the World Packaging Organisation (WPO), has recognised excellence in aluminium foil innovation by naming four winning entries from the Alufoil Trophy 2017 in its own list of winners. Amcor and Constantia Flexibles provided the successful entries in the prestigious and globally recognised WorldStars

In the food category Constantia Flexibles scooped three of the WPO's awards for products for very diverse uses. The Bone Shaped Container for wet dog food features very high-impact printing for maximum shelf appeal, as well as being lightweight and easy to stack when empty. The second Star was awarded to a container and lid combination for Bäckerei Stiebling's Cakees ready to eat cake products, enabling them to be kept at ambient temperature for long periods. Finally an aluminium capsule system, containing liquid flavour syrup, specially designed for a unique beer dispensing technology was honoured.

A Multi Chamber Blister System won Amcor Flexibles a WorldStar in the medical and pharmaceutical category. The product is described as a frangible blister utilizing the company's Formpack® material. The aluminium foil blister pack has several chambers, made of Formpack® bottom web and a lidding 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.



Commenting on the news of more WorldStar success in the aluminium foil sector, Henning Grimm, manager communications and global relations of the European Aluminium Foil Association (EAFA) said, "Once again the valuable contribution our Alufoil Trophy competition makes to innovation in packaging has been recognised on the world stage. It underlines the value of such events in helping to foster new product development and market expansion. WorldStar gives an extra dimension and we congratulate Amcor and Constantia for receiving these awards."

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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