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Aluminium foil, at the heart of the packaging industry

Interpack 2017, the biggest packaging show on the planet, provides 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 the exhibition, 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. Each day a different demonstration will highlight one of the many talents of alufoil. Thursday is the turn of the chocolatier, Friday a leading sommelier will offer his views on the best wines using aluminium closures as well as mineral waters. Monday an expert barista takes centre stage and finally Tuesday is the time for a fantastic BBQ, all made possible with alufoil. Demonstrations will take place four times every day at 11.30, 13.30, 15.00 and 16.30. Here is what our experts say about packaging with aluminium foil:

Arno Steguweit, 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, after I take a tasting sample of some excellent wine or mineral water from a bottle with an aluminium closure I can be totally confident what remains in the bottle will maintain its quality and aroma for a long period.”

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.”

'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.”

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 barbecue, aluminium foil is the ideal wrapping for taking home the grilled delicacies and keeping them clean and safe.”

So be sure to visit the EAFA stand to discover how this multi-talented material continues to set the standard for quality and impact for many types of foods and beverages.

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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.