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Alufoil Trophy 2019 PR extra

Alufoil Trophy 2020: Nestlé Nespresso packaging expert to lead judging panel

The European Aluminium Foil Association (EAFA) today announced the Alufoil Trophy 2020 judging panel, made up of experts from all parts of the aluminium foil and closure sector, will be led by Veith Behrmann, Group Packaging Manager at Nestlé Nespresso in Switzerland. He will act as the external judge and offer insights and opinions from an end user perspective.

Veith Behrmann brings 35 years of experience in the packaging sector to the panel. After positions with machinery manufacturers TOSS and Rovema, he joined Nestlé in 1988, working in Switzerland and then Japan, developing key packaging technologies. He joined Nespresso in 2006 as project manager new packaging technology before moving to his current role.

The announcement of Alufoil Trophy 2020 winners coincides with interpack in Dusseldorf and the winning products will be displayed on EAFA's stand throughout the exhibition. In addition there will be a special awards ceremony during the show and Veith Behrmann will join EAFA in presenting the trophies to the winners.

“Having a high calibre external judge to compliment the panel of experts from the industry ensures the scrutiny of entries is very rigorous, as an end user will see things from a different perspective sometimes,” explained Guido Aufdemkamp, Executive Director of EAFA. “The Alufoil Trophy is now regarded as one of the top awards competitions in its field, not only because it has stood the test of time, but also thanks to the reputation and quality of the judging.”

The competition is open to products which are either made from aluminium foil or contain aluminium foil as part of a laminate, structure or packaging system, as well as aluminium closures. Categories cover every aspect of aluminium foil usage, including industrial applications, across many diverse markets. The classifications are Consumer Convenience; Marketing + Design; Product Protection; Resource Efficiency; and Technical Innovation. Submitting an entry to the Alufoil Trophy 2020 is free and full details and application forms are available at www.trophy.alufoil.org. Applicants have between now and the deadline of 14 November 2019 to submit entries.

The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe. www.alufoil.org

Further information:

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