

June 2011

Entry deadline 31 October 2011

Alufoil Trophy 2012: An invitation to reward excellence in foil usage

Aluminium foil impacts on every area of our lives from the kitchen to the retail shelf and on to technical industrial applications, which is why excellence in aluminium foil and flexible packaging within Europe will be recognised and rewarded with an Alufoil Trophy 2012.

Organised by EAFA, these sought after awards are presented to manufacturers and users of aluminium foil across all market sectors and applications, and celebrate the creativity and flexibility of aluminium foil. The Alufoil Trophy encourages the industry to show off innovative new material structures which offer true consumer convenience, technical development and sustainable solutions across packaging applications and industrial solutions.

Featuring five categories covering the most crucial challenges for alufoil manufacture and usage:

- **Marketing + Design:** Entrants should deliver real improvements to graphic and structural packaging design, ergonomics and ideas that lead to greater shelf appeal at point-of-sale, as well as industrial design solutions.
- **Consumer Convenience:** Answering calls for improved technical performance that provides real benefits to the consumer.
- **Resource Efficiency:** Sustainable environmental performance is among the foremost challenges faced by industry. Developments should provide real benefits and demonstrate environmental and commercial advantages whether in consumer or industrial applications.
- **Product preservation:** Consumers are increasingly demanding fewer preservatives in food and this is where packaging can really come into its own by delivering products safely and hygienically.
- **Technical Innovation:** The development of innovative ideas should provide benefits for the brand owner, retailer, consumer and industrial user through the performance of a material, a manufacturing method or conversion process.

The deadline for entries is 31 October 2011

EAFA invites entries from packaging designers, brand owners, foil rollers, foil converters, foil container manufacturers, household foil manufacturers, retailers, and industrial solution providers; including combined entries from any of these parties. Interested consumers and consumer associations may also enter.

To find out more and enter visit: www.alufoil.org

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

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