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Cold beverage capsules score top marks

The **Lavít Capsule**, developed jointly by **Lavít** and **Alupak**, is a single serve beverage capsule, made entirely from aluminium foil, produced specifically for the **Lavít** cold beverage system. It scored high marks at the recent Alufoil Trophy 2016 judging where it won an award for its Marketing & Design excellence.

The innovative diamond shape and radically new crack and peel technology make it user friendly, while the wide range of tasty, low calorie, cold beverage options make them ideal for commercial and consumer use, says the company. Plus, the aluminium foil capsule is specially designed to be 100% recyclable.



Speaking about the decision to make this award, head of the judges Louis Lindenberg, global sustainable packaging director at Unilever said, “This is an attractive product with the potential to expand the market for this type of ‘on-demand’ cold beverage into office or foodservice areas.”

“The capsule projects a high quality image and reflects current lifestyle trends for capsule beverage options with a wide variety of tastes,” he continued.

Lavít says it sought to create a system which enabled consumers so to mix their beverages perfectly every time. While most single serve beverage capsules are punctured to mix the drink, the Lavít capsules are peeled open and mixed within the capsule, leaving no residue. This ensures there is no contamination between drinks, which allows for a clean process and results in a better tasting end product, says Lavít.

“Lavít and Alupak are committed to delivering great products to our customers”, commented Gian Matteo LoFaro, founder and CEO of Lavít. “Winning the prize is important to us because we seek to be recognized as leaders in the single serve cold beverage sector as well as innovators in the aluminium packaging industry,” he continued.

“Alupak is thrilled to win the prestigious Alufoil Trophy together with Lavít. This is a fantastic reward for an attractively designed, easy-to-recycle, and high barrier aluminium pack, which provides a truly premium, inspiring product”, added Andreas Zenz, CEO of Alupak.

The sleek design enhances the positioning of these single serve cold drinks as modern, healthy, and convenient, while its two-sided loading and opening feature enables simple operation, without complicated handling. The capsule allows individuals to make 355ml beverages, more than the average single serve machine, using either still or sparkling water.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also gave an award for Overall Excellence. For 2016 there were 11 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

Cédric Rauhaus, Manager Communications

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.