

**April 2016**

## **New premium overcap delighting spirits producers!**

**Ancor Flexibles** has created a new alufoil overcap called **LuxPrem+** which is aimed at the premium spirits market. The overcap also made the Alufoil Trophy judges happy and they awarded it a trophy in the Technical Innovation category of the 2016 competition.

Because LuxPrem+ is made of thicker aluminium foil based material it offers a similar look and feel to the tin material used by the majority of European premium spirits brand owners, while bringing economic advantages in comparison. The overcaps are adapted to standard glass finishes for spirits.



Louis Lindenberg, head of the judges and global packaging sustainability director for Unilever commented, "To take on the traditional tin overcap is a big challenge. The company has achieved a high quality alternative which stands out as a 'better package' and is finished to a high standard."

"To make it look this good, using a thicker material, and yet making it so easy and smooth to open has meant successfully overcoming a number of technical obstacles," he continued.

The LuxPrem+ contains two layers of aluminium foil and incorporates an optimised tear band to facilitate opening. The material can be finished in a variety of ways to create a strong brand identity. It also offers excellent online crimping performance, says the company.

Nicolas Freynet, general manager of Ancor Flexibles Capsules, commented, "Ancor Flexibles Capsules is delighted that LuxPrem+ has been recognised by the Alufoil Trophy 2016 jury with the prestigious award for Technical Innovation. There were indeed several major technical challenges our teams overcame when developing LuxPrem+. Customers are delighted with the result and it demonstrates our ability to meet their needs with break-through innovations"

This new overcap solution is made from a special aluminium foil based material developed in-house by Ancor.

*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](http://www.alufoil.org)**

### **Further information:**

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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.*