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## Consumers get top performance from pouch packs

A re-closable stand up pouch made by **Ampac Flexibles** – which incorporates a 21mm spout and tamper evidence cap – has won an Alufoil Trophy in the Consumer Convenience category of this year’s competition. The **Protein Shake Pouch** for EZY Pro 10 contains 33 grams of functional food concentrate which is mixed with water inside the pack.

The consumer simply fills the shaped pouch with 230ml of water, measured by a special mark on the pack. It is then shaken to mix the concentrate and enjoyed directly from the pouch. Also drinking is very convenient thanks to the spout’s wide diameter and, of course, the pouch can be reclosed.



Explaining what impressed the judges, Louis Lindenberg, global sustainable packaging director for Unilever, who headed the panel, confirmed, “This pack hits its target market, the sports, outdoor and ‘on-the-go’ consumers completely head on. It is light, convenient to open and re-close, as well as small enough to store almost anywhere. Additionally, the filling process is easy to undertake thanks to the wide spout.”

It is a super lightweight aluminium foil laminate pack with only the concentrated powder inside. Compared to rigid packaging there is no requirement for headspace air inside the pouch. And during drinking there is no air intake back into the pouch because of the collapsing nature of the pack. So it can be disposed of easily too.

Because EZY Pro 10 is sold as a pouch containing only protein powder, which has a two-year shelf life, at a total weight of 43 grams, the convenient pouch will save on storage costs as well as transportation costs, so is an environmentally friendly stand-up pouch concept, says the company.

“Winning the Alufoil Trophy is important to Ampac and is an accolade to our creative and innovative work to produce the best for our customers. To win the award for Consumer Convenience acknowledges what we believe – that this new pack is consumer friendly and makes life easier,” states Andrea Lazzara, business development, marketing and innovation director-Europe.

*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.*