

April 2016

Refill pack for coffee is totally refreshing

Refilly, a 3-dimensional round pouch consisting of four elements, all produced of aluminium-based laminates, has won the coveted Overall Excellence award in this year's Alufoil Trophy competition. The 200g pouch, created by **Huhtamaki Flexible Packaging** in close collaboration with the machine supplier Optima for Italian coffee specialists illycafé, scored highly in every category, making it a clear winner.



Head of the judging panel for 2016, Louis Lindenberg, global packaging sustainability manager for Unilever, explained, "The pack demonstrated consistent excellence. Additionally it is eye-catching and has a very marketable name. A very innovative and refreshing pack which every judge enjoyed handling."

"From an alufoil perspective the Refilly also scores top marks, showing the material at its best. It is an elegant solution incorporating clever technology and with a finish which reflects the quality of the product inside," he added.

The flexible, easy open refill pack pushes neatly into an existing 250g illy metal can and reduces waste weight and volume of empty packs by 80%, says Huhtamaki. illy also wanted to create a great customer experience when opening the new coffee pack. So the pouch, designed to keep the full aroma inside, uses a tiny release valve in the peel lid, allowing the end consumer to experience the release of air in a controlled manner along with the rich coffee aroma.

Commenting on the award, Carsten Grams, general manager sales (Flexibles Europe) at Huhtamaki, said, "Winning the Alufoil Trophy is an outstanding confirmation that we are an innovative company. Also Refilly demonstrates how an innovation can be successfully commercialized."

The coffee is protected using aluminium barrier laminates, which overlap in all sealing areas, helping to keep pressure and barrier functionality for the entire shelf life. Refilly weighs less than 20g and can be squeezed after using to give a minimal waste-volume.

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.