



April 2017

Winning entries define new and expanding market opportunities for aluminium foil

– Alufoil Trophy 2017 demonstrated the strength of existing product developments and how innovation is leading the way to greater impact in both traditional and new markets

A strong set of entries for the Alufoil Trophy 2017, the sector's leading awards competition, showed, once again, the strength of product development programs and creative thinking in the aluminium foil industry. There were nine winners across five specific categories, plus a Trophy given for Innovation in Application for the first time.

Leading the judges this year was Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, itself a previous winner of a Trophy for its Shamrock aspirin pack. He was full of praise for both the standard and ingenuity of entries, "We can only recognise the very best of the products entered and the judging proved very close in several categories."

"We were impressed with packs which showed real technical advances to create better sustainability, improved quality, more convenient or flexible solutions. Particularly, one or two winners offer the aluminium foil sector a real opportunity to jump into new market segments or enable customers to put their products in places they could not reach before. That marked them out as very special and it fully justified their award," he added.

Organised each year by the European Aluminium Foil Association (EAFA) the Alufoil Trophy 2017 competition winners will be on display at the Association's booth during interpack 2017, in Düsseldorf. The association's Executive Director Guido Aufdemkamp commented on this year's winners, "The different competition categories allow aluminium foil products made for a variety of industry sectors to demonstrate a wide range of innovations. It confirms the 'strength in depth' of the industry that so many excellent products were recognised again this year."

The competition is open to products which are either made from aluminium foil or contain aluminium foil as part of a laminate, structure or packaging system, as well as aluminium closures. Categories cover every aspect of aluminium foil usage across many diverse markets, particularly those for packaging and technical applications. The classifications are Consumer Convenience; Marketing + Design; Product Protection; Resource Efficiency; and Technical Innovation. The judges also have discretion to award an Alufoil Trophy for products displaying excellence across a number of categories, or for an outstanding or clever application.

THE WINNERS

Consumer Convenience

- closurelogic: OLIO Premium
- Constantia Flexibles: CONSTANTIA Unshredded Wrap

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Marketing + Design

- Constantia Flexibles: Bone-Shape Container with high-end printing
- Guala Closures Group: Siena for Stolichnaya

Product Protection

- Constantia Flexibles: Cakees – Ready-to-eat cakes

Resource Efficiency

- Contital: Happy Day
- Huhtamaki: Straight'n'Easy

Technical Innovation

- Amcor Flexibles and Rohrer - Leading Solutions: Frangible Formpack® Blister
- Guala Closures Group: 3D Embossing for Salute

Application Innovation

- Constantia Flexibles and ABInBev: Capsule for beer flavour dispenser

Summary text of all winners follows on pages 3 – 6

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave an award for Application Innovation. For 2017 there were 10 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.



Summary (more details available at www.alufoil.org)

Consumer Convenience

A drip free, controllable pouring mechanism and unshreddable chocolate wrap are ultra convenient for consumers

An aluminium combination closure for premium oil in glass bottles, developed by **closurelogic**, called **OLIO Premium**, featuring a patented HDPE pourer impressed the judges as it greatly improves the overall consumer experience.



An integrated 'No-Touch' system enables hygienic opening and handling, while the flow control within the insert allows for precise pouring. The drop-cut system means both the bottle and label stay clean as the excess liquid is captured and returned to the bottle. Also the combination cap incorporates an anti-refill device within the HDPE system while the aluminium element includes a tamper-evident band.

A new aluminium foil wrapper, called **Unshredded Wrap**, from **Constantia Flexibles** ends the frustration of chocolate lovers trying to peel off the protective layer in little bits. The 'elastic' coating on the foil means it comes off in one piece. The judges tried it and it works!



To achieve this, Constantia Flexibles created a special 'elastic lacquer' which is applied on the foil (outside or inside). This enables easy unwrapping of small chocolate balls, eggs, seasonal products or even chocolate bars/tablets, as it stretches like an elastic band, so the wrapper comes off in one piece with no shredding. In addition the new wrapping material offers improved puncture resistance.

Marketing & Design

Two developments reflecting the importance of delivering a strong message successfully for Brands in the retail space

A **Bone-Shaped Container** pack, designed for wet dog food, has a powerful shelf appearance and message, agreed the Trophy judges. The entire aluminium foil pack, created by **Constantia Flexibles** for German pet food manufacturer saturn petcare, is also printed to underline bones as one of any dogs' favourite foods.



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Printing on the container sidewall not only continues the bone shaped theme, it can prevent dents and irregularities from being visible. Other consumer friendly features include the ergonomic shape for easy opening and one hundred percent recyclability. The lightweight empty trays are easy to stack and transport too.

Part of the first full packaging re-design in 80 years for Stolichnaya, the world famous premium vodka brand, resulted in a new family of closures from **Guala Closures** across its entire size range. **Siena for Stolichnaya** impressed the judging panel because of its high impact features and quality.

The main features characterizing the closure are the side embossed logo and oriented hotfoil decoration, giving to the consumer a tactile experience. The upper part of the closure features a knurled profile to increase the grip during opening. In selected markets anti-counterfeit and anti-refill technology will be available.



Product Protection

Cake products can be kept at ambient temperature for long periods thanks to this container and lid combination.

German company Bäckerei Stiebling needed a sustainable pack to protect its **Cakees** range of innovative cake products. **Constantia Flexibles** developed a sealed aluminium container system, which offers a shelf life of up to one year and excellent barrier properties. The judges felt this was the perfect packaging solution.



Using this packaging system means no cold chain is required, so no freezer in the outlets or defrosting by the consumer. The cake is immediately ready to serve, as it is always at ambient temperature and so contains no artificial preservatives. There is an excellent combination of traditional recipes, modern food technology and high performance packaging.

Resource Efficiency

A new range of containers and a stand up pouch replacement for cans have strong sustainable features

A semi-smoothwall container range, branded as “**Happy Day**” by makers **Contital**, is round, rigid, reusable and recyclable; and is made using a cold moulding process instead of the traditional turning technique. This offers resource savings on several fronts, the judges decided.



Using a new, patented manufacturing process, the containers

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have perfectly smooth sides and base, resulting in higher non-stick properties. This allows the manufacture of containers from lower thicknesses, without losing the rigidity and resistance. Also there is a reduction of carbon emissions.

By lubricating the rolled aluminium before drawing deformation with food grade oil there is no need for additional lubrication or later rinsing before disposal, offering savings of water waste.

Huhtamaki has re-packaged a range of famous Dutch sausages, made by Unilever brands Unox and Zwan, using a straight opening and ecological pouch, instead of a traditional rigid metal can. Called **Straight'n'Easy**, the concept has big resource saving potential in both packaging and logistics, according to the judges.



The film used has a multilayer design with an aluminium barrier and patented Huhtamaki Terolen® film. It is characterised by excellent processing properties on conventional pouch machines and guarantees that the packaging can be torn open cleanly, easily and in a straight line.

Technical Innovation

Very different solutions show how technical advances push back boundaries and embrace new complimentary technologies

The **Frangible Formpack® Blister**, is an aluminium foil blister pack, with several chambers, made of **Ancor Flexibles'** Formpack® bottom web and a lidding foil. It enables moisture sensitive, dry drugs or vaccines requiring delivery in a liquid, to be contained in the same package safely, prior to mixing and dispensing from it.



The blister was jointly developed with machine builder **Rohrer - Leading Solutions**. One chamber is filled with a dry powder incorporating the active ingredient (highly moisture-sensitive), the other one with a liquid. Thanks to the peelable frangible seal which opens the channel, both components are mixed by pushing on the cavities.

A range of aluminium closures, **3D Embossing for the Salute**, made by **Guala Closures** for Salute's range of liqueurs can be customized with special metallized printing decoration to give a tactile effect, and allows the application of any pattern with details much finer than mechanical embossing. It has been recognised by the Trophy judges for technical excellence.



This is a standard aluminium closure which, for the first time, can be decorated with digital printing technology and then metallized with 'sputtering' technology. This technique allows closures to be decorated by a thin pure metal coating in a specific colour. Different technologies are merged in one production line to achieve a completely new decoration process.

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Application Innovation

Pushing the capsule concept into different markets required a creative thinking as well as technical development

“**Capsule for beer flavour dispenser**” is a clever aluminium capsule system, containing liquid flavour syrup, specially designed for a unique beer dispensing technology. The system, which allows serving multiple drink options from a single beer keg in pubs, is a joint development by **ABInBev** and **Constantia Flexibles**. The judges felt it reflected a strong all-round innovative performance.



The fully recyclable capsule offers beer flavouring at the point of dispensing, with high barrier qualities, to avoid the scalping/degradation of sensitive and concentrated flavours in individual syrups over the whole shelf-life. A major consideration was the piercing performance of the aluminium foil lids in the new dispensing system.