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Skin packaging onto aluminium containers offers fresh solution for foods

An innovative skin packaging concept for chilled or fresh foods, such as fresh fish, the **Ready2Cook® Skin Packaging Solution**, from **Plus Pack**, has been presented with an Alufoil Trophy 2018 for Consumer Convenience. In particular the solution offers maximum flexibility for the consumer as it can easily go directly from the chilled cabinet to the oven, or even BBQ.



The judges, all specialists from sectors of aluminium foil production, gave a very positive verdict. “The pack has the look and feel of quality, which is always reassuring to consumers buying fresh foods. But it scored highly for its ease of handling, along with a format which offers extended shelf life and then can be used as the baking container. It is even much easier to transport, stack and store, not only for the retailer but the consumer as well,” they declared.

Full surface skin packaging offers a hermetically sealed food safe solution which improves the shelf life of the contents by several days, compared to traditional modified atmosphere containers with a sealed film lid, says the company. Once the skin packaging is removed the aluminium container makes a perfect cooking tray, according to Plus Pack.

Camilla Hastrup Hermansen, Director of Business Development & Marketing at Plus Pack expressed her delight at receiving the award: “We are proud to win an Alufoil 2018. Our mission is to make food stand out, so we’re very pleased to be recognized for exactly this with our new, convenient and innovative packaging solution.”

The low height and handles of the container makes it easy to transport and store for the consumer. If they decide to buy several products at the same time, the skin packaging solution means they can keep fresh foods for an extended period in top condition. And they have a healthy diet without having to buy fresh items every day. The aluminium container is also fully recyclable, so there is no need to fill up the waste bin.

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. For the Alufoil Trophy 2018 there were ten winners.

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

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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.
www.alufoil.org