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Winners shine a light on originality and invention in foil products

Alufoil Trophy 2018: new technologies or techniques bring out the best in aluminium foil, offering high impact shelf presence, environmental advantages and improved consumer convenience

The Alufoil Trophy 2018 lived up to its reputation as one of the most highly valued awards competitions in the materials sector. This year's winning entries display excellence in aluminium foil across a wide range of applications including pharmaceutical, food and snack packaging and one which literally does make it much easier to shine LED lighting.

A panel of leading industry experts from all areas of the aluminium foil industry announced ten winners across the five competition categories. "We were impressed by the great originality of many entries, which took existing products further or added a new dimension to the use of foil. There was a highly inventive theme which showed a strong grasp of the technical possibilities of aluminium foil, while, at the same time, giving consideration for convenience and environmental impact," explained the judges.

Each year the competition is organised by the European Aluminium Foil Association, EAFA and entries come from all parts of the aluminium foil sector including aluminium foil rollers and converters. Guido Aufdemkamp, the association's executive director praised the standard of entries again this year. "Many of the winners for 2018 are truly groundbreaking, such as helping to simplify a complex electrical process, improve access to a key medical product, or creating stunning closure designs using crossover technology. We are constantly impressed by the way the aluminium foil sector can innovate and the Trophy is an important and effective way to recognise these achievements."

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. The classifications are Consumer Convenience; Marketing + Design; Product Protection; Resource Efficiency; and Technical Innovation.

THE WINNERS

Consumer Convenience

- Perlen Packaging: PERLAMED-BLISTair
- Plus Pack: Ready2Cook® Skin Packaging Solution

Marketing + Design

- closurelogic: Embossment on Talog®
- Constantia Flexibles: Cat Milk in Aluminium Portion-Packs



Product Protection

- Tetra Pak: Tetra Fino® Aseptic 100 Ultra MiM

Resource Efficiency

- Amcor Flexibles: PolyInert laminates for stick packs
- Huhtamaki Flexible Packaging: Lamineo

Technical Innovation

- Amcor Flexibles: AluFix® Retort XTRA
- Guala Closures: Imagic
- Stogger and Novelis Deutschland: Stogger Wireless Lighting

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 2018 there were 10 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



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

Consumer Convenience

Single use inhaler for mass consumption and skin packaging of food directly on to foil offer ultra convenience

A thermoformed dry powder inhaler, **PERMALED-BLISTair®** from **Perlen Packaging**, which can be manufactured on a standard blister machine, incorporates an aluminium foil lid and opening system, which enables single use inhalers to be produced.



Many patients in third world countries cannot afford to buy an expensive injection moulded device with 30-60 inhalations. The PERMALED-BLISTair® brings that medication within their reach in single dose format and can enable a local supplier to produce them on a standard machine. The device is hygienic, easy to handle, very efficient in material use and can be purchased at a competitive cost.

An innovative skin packaging concept for chilled or fresh foods, such as fresh fish, the **Ready2Cook® Skin Packaging Solution**, from **Plus Pack**, offers maximum flexibility for the consumer as it can easily go directly from the chilled cabinet to the oven.



Full surface skin packaging offers a hermetically sealed food safe solution which improves the shelf life of the contents by several days. Once the skin packaging is removed the aluminium container makes a perfect cooking tray. The low height and handles of the container makes it easy to transport and store for the consumer. The aluminium container is fully recyclable.

Marketing + Design

Stand out shelf impact and customer appeal from two different aluminium foil technologies

A new embossing technique for aluminium closures, the **Embossment on Talog®** has been developed by **closurelogic**, which enables embossing of logos and lettering on the top of the cap, to enhance the appeal, branding possibilities and quality image of the company's Talog® premium closures.



The technique enables them to add distinctive contours and letters on the top of the screwcap, reinforcing the brand message displayed elsewhere on the bottle. This feature can be added to the existing aluminium roll-on closures systems offered by the company, such as Talog®, Star-Log and Alu-Star, which are suitable for any kind of beverages.



Cat Milk in Aluminium Portion-Packs, are made by **Constantia Flexibles** for **animonda petcare**. The Milkies, contain 15g of cat milk with healthy additives and are the only portion packs using an aluminium capsule/lid system for this kind of product available in Europe.



Four varieties of Milkies are available, with the aluminium foil lid printed in striking and appealing colours to identify each flavour. The capsule is lacquered in gold to give it a very high-quality look and feel. The barrier properties of the aluminium foil ensure the product can be kept in perfect condition over a 12-month shelf life.

Product Protection

New ambient pack for in-shop and at-home freezing of dairy and juice based products

Tetra Pak's new single-portion pack for juice and dairy products, the **Tetra Fino® Aseptic 100 Ultra MiM**, features a thin aluminium foil inner layer which enables the contents to be kept for long periods at ambient temperatures, plus they can be turned into frozen treats, with minimal changes to existing dairy and juice manufacturing processes.



The aseptic processing and packaging means the product does not need preservatives to maintain its nutritional values. The thin layer of aluminium helps to maintain the colour, texture and taste of the contents for at least four months without refrigeration and while being distributed at room temperature.

Resource Efficiency

New foil laminates offer material savings with stick pack format for sensitive medicines and extruded coffee pouches

A new laminate the **PolyInert Laminates for Stick Packs** from **Amcor Flexibles**, enables sensitive pharmaceuticals to be packed in stick packs for the first time.



Achieved using a multilayer barrier laminate with aluminium foil, that has a contact layer specifically developed with low scalping properties; this improves the shelf life of the product as well as reducing both the pack size and its carbon footprint. The reduction in pack size, compared with traditional formats, can achieve as much as 40% materials savings, as well as greatly reduced water and energy use.



A new 3-layer laminate, **Lamineo**, developed specially for the coffee sector by **Huhtamaki Flexible Packaging**, uses extrusion rather than adhesive in its construction, to reduce the amount of PE by up to 20%, without any loss of performance or rigidity.



Between the PET and aluminium foil an extrusion layer is placed instead of adhesive. This layer increases the distance between these two dimensionally stable materials, which strengthens the rigidity. The material can operate on any current flow-wrap machine, without the need for modification and without loss of production speed.

Technical Innovation

Peelable can end and new closure technology offer market expanding possibilities, plus LED lighting simplified

The latest peelable can end from **Amcors Flexibles**, the **AluFix Retort XTRA** is the first aluminium foil can end able to withstand aggressive products such as tomato sauce, sauerkraut, fish in white wine and similar products.



These can ends cover a broad range of products, like pickles, dips, tomatoes sauces or seafood that are highly acetous, or which have salts or spices in them. The Retort XTRA's composition has been designed specifically for environments with low pH values and high levels of these substances. It is sealable on PP lacquered tinfoil and is suitable for all current retortable production capabilities.

A ground breaking piece of technology transfer has given **Guala Closures** the potential to make aluminium closures in virtually any unique shape.



The **Imagic** uses Electro Magnetic Forming (EMF), first developed for military use, to create almost any shape, including round, pyramidal and precisely decorated. The effect is achieved by placing an aluminium shell over a plastic 'skeleton' or mould. Using EMF the shell takes the shape of the mould. The finished product is very resistant and so avoids dent problems, both during production and transportation. The closures combine the functionality of plastics with the aesthetics of aluminium.

Stogger BV of the Netherlands has worked with **Novelis Deutschland** to create **Stogger Wireless Lighting**, a simple and less labour intensive wireless LED lighting solution, using aluminium foil to carry the electric current.



The aluminium foil replaces wired assemblies. The PowerBoard is a recycled PET panel, laminated with three layers of aluminium alloy AA 1200 and the wireless LED lights are just screwed anywhere into the surface. The layers of aluminium foil are excellent conductors of electricity and enable the modules, or letterboxes, to be made in many intricate shapes and sizes, quickly and with the potential of using automated assembly methods.