

Do you have what it takes to be a winner?

 Alufoil Trophy 2019

The highly acclaimed Alufoil Trophy celebrates the creativity and flexibility of aluminium foil and aluminium closures. The competition encourages the industry to showcase innovation, technical developments and originality to the highly competitive global marketplace.

EXTENDED: 14 DECEMBER 2018

ENTRY DEADLINE ~~23 NOVEMBER 2018~~

AWARD CATEGORIES:

- Marketing & Design
- Consumer Convenience
- Resource Efficiency
- Product Protection
- Technical Innovation

Who can enter?

Entries by any of the below parties, or in combination, are accepted for entry into the competition:

- brand owners
- retailers
- industrial foil users
- packaging manufacturers
- foil rollers and converters
- foil container manufacturers
- household foil manufacturers
- material suppliers
- consumer groups



Alufoil Trophy Winners 2018



The benefits of winning

Entering the Alufoil Trophy creates the opportunity to win acclaim in the application of aluminium foil and alu closures, leading to extensive publicity about your entry:

- Receive extensive coverage by international trade media
- Social media postings about every winner
- Award is respected as the most prestigious in the industry
- Internal communication – instill pride in the work of employees
- Receive the distinguished Alufoil Trophy and award certificate
- Qualify for entry in the WorldStar Packaging Competition



The entry categories

Consumer Convenience

This category awards fitness for purpose, functionality and developments that provide improvements to technical performance leading to advances in consumer benefits.

The judges will also be looking for – safety in the supply chain; ease of use; open and reclose; clear labelling; shelf-life; product protection; safety and storage.

Marketing & Design

This award will be given to companies which, in the opinion of the judges, deliver real improvements to graphic and structural packaging design, ergonomics, entering new markets, ideas which lead to greater shelf appeal at point-of-sale, as well as marketing performance.

Industrial design applications are also important markets for alufoil products and entries from these areas are welcomed.

Product Protection

This category will reward developments that provide improvements in protection, preservation and minimisation of product wastage.

Examples of entries include: longer shelf life; advanced protection systems and processes; open and reclose features; tamper evidence; anti-counterfeiting measures; and much more.

Resource Efficiency

Designed to reward environmental effectiveness and sustainability, entries may include solutions and systems that contribute to minimising the use of resources during the complete life cycle of the product.

Holistic design solutions should lead to minimisation of product wastage or energy use along the supply chain, or to a reduction in material and, where relevant, recyclability or recovery. Industrial solutions which save resources over their lifetime are welcome.

Technical Innovation

This award will be presented for technical developments in alufoil and alu closures usage, either alone or in combination with other materials across a wide range of structures and components.

The development of innovative ideas should provide benefits for the brand owner, retailer, consumer and industrial user through the performance of a material, a manufacturing method or conversion process.

Alufoil Trophy 2019

How to enter

Prepare all materials as per below requirements, download (click here) and complete the entry form and submit this by email to us.

The details - terms and conditions

- **Aluminium foil** is a thin sheet defined as up to 0.2mm – alu closures can be thicker than 0.2mm
- A '**product**' is defined as any product on current sale to the end-consumer (domestic consumer or industrial user) or concepts that are in development.
- **Any product containing aluminium foil or aluminium closures**, may be entered.
- **Entries must be designed, produced, filled or sold in Europe OR be a new development designed to meet these criteria.**
- **If the product is on the market** the date it was first marketed must not be before 1 January 2017.
- **Entries must NOT HAVE BEEN PREVIOUSLY ENTERED.**
- **The participant must ensure**, if permission is needed from anyone else involved in the product, that this must be obtained prior to entry.
- **No liability for unauthorised entries can be accepted by the association.**
- **Eafa will have free use** of all of the entered products and any supporting samples, documents and photographs for the purpose of promoting entries including both the winners and those that are unsuccessful.

PLEASE NOTE: Judges reserve the right to move products from one category to another when it is deemed appropriate.

ADDITIONAL REQUIREMENTS

Please ensure that you provide 8 samples. If this is impossible (e.g. fresh or frozen foods, prescription pharmaceuticals, heavy items, etc.) please provide fully assembled 'dummy' products or, if in doubt, contact us for guidance.

Minimum one high resolution product shot (300dpi jpeg). Emailed or saved to flash drive and sent with your samples.

PLEASE NOTE: Eafa is unable to return samples, except in exceptional circumstances, as these will be used by the judges to assess entries.

Please ensure that you include all the information requested

- If you are entering products into more than one category please ensure this is itemised on the entry form.
- **Additional documentation:** Add and submit any further written text, diagrams and illustrations you may wish to support your entry.
- Make a copy for your own files (and a back-up) of all entry documents.
- Make sure that all necessary consultations and permissions have been obtained.
- Print and sign a copy of your entry form and send it with your pack samples to arrive on, or at any time before, **23 November 2018**, to:

Audrey Koop, Administrator – Alufoil Trophy 2019

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