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Iconic fish can stays true to brand image while using less material

Ardagh Group and **Orkla Foods Norway** have been presented with an Alufoil Trophy 2019 in the Resource Efficiency category. The new **Hansa Can for Stabburet** is a printed, easy open, alufoil-based container for a traditional fish fillet pack, with a 10% reduction in material use. Orkla has been producing its popular range of Stabburet mackerel in tomato sauce in cans for many years. The challenge was to reduce pack weight without altering the can format, performance, or iconic printed branding.



These fish fillets are a national dish in Norway and the project has seen sixty different designs presented on the "Hansa" shaped seafood can. Each design, linked by the brand's recognisable yellow background, represents a different town or place, an aspect of people's behaviour or way of life in Norway.

Laura Fernandez, Senior Packaging Technologist at Marks & Spencer spoke for the Trophy judging panel, "This was a very proactive project, as it required keeping the original pack shape and branding elements as well as being able to maintain production on the existing filling line. The reduction in weight, 10%, is significant and the joint project has been able to deliver a successful, sustainable strategy."

The reduction in material thickness from 0.21mm to 0.19mm, was achieved without loss of performance during the tough retorting process, say the companies. In addition the aluminium lid improves easy opening and, due to the thickness reduction, less force is required to open the lid for added consumer convenience.

Patrick Savouré, Commercial Director Seafood at Ardagh Group's metal division, commented, "Manufacturing ultra-thin seafood cans provides an even greater sustainability advantage. This improvement, while maintaining all performance benefits of the can, is possible because of excellent cooperation between our R&D Centre and the customer. I am delighted that this new can has been well received and has been awarded such an important trophy."

Orkla has specified aluminium for its cans for many years due to its 100% recyclability. Contrary to usual ways of thinking, lighter weight means greater operational excellence, less spoilage, cost reduction and obviously greater sustainability, explains the company.

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 2019 there were nine winners.

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

The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe. www.alufoil.org

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