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## **New aluminium foil lid meets major customer requirements**

The **EasyOpenLid<sup>retort</sup>** from **Constantia Flexibles** has been recognised for meeting a major customer requirement with the award of the Alufoil Trophy for 2019 in the Consumer Convenience category. It is a newly developed solution for alufoil-based food container systems, used for in-pack sterilization processes, allowing easier and more convenient opening of the packs.



The company set out to address challenges often identified by consumers using containers with peelable alufoil lids. These were identified as: too much force needed to open them; torn lidding material during the opening process; spillage; and their suitability for use by seniors and children.

“It is always pleasing to see something which improves the consumer experience. This innovation offers easy opening and handling, while still maintaining the necessary seal integrity. So, for all the judges, this disarmingly simple solution hit the mark when it comes to consumer convenience,” explained head judge Laura Fernandez, Senior Packaging Technologist at Marks & Spencer.

The PP composition has been optimized to achieve significantly reduced opening forces without compromising the mandatory seal-integrity for the sterilisation processes, says Constantia. This ‘in house’ innovation is set to be introduced into markets globally.

Dr Martin Kornfeld, Vice President R&D, expressed his delight on receiving the award, “Consumer convenient packaging is one of the most important development areas of Constantia Flexibles. And with our product EasyOpenLid<sup>retort</sup>, we significantly enhance the opening characteristics of retort food products for consumers”.

The initial opening force reduction depends also on the container geometry and shape of seal, according to the company. However the peel-force reduction is significant for all geometries, it says. In addition, the optimization of sealing-parameters is possible, which is very applicable for sealing against PP-based trays.

*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](http://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](http://www.alufoil.org)*

**Further information:** Henning Grimm, Manager Communications & Global Relations  
[communications@alufoil.org](mailto:communications@alufoil.org)