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## Premium pet food pack combines style and print quality to create impact

A new aluminium foil container concept, **DecoTainer for Premium Pet Food**, from **Constantia Flexibles** and **saturn petcare** has scooped an award in the Marketing + Design category in this year's Alufoil Trophy competition. The judges felt the modern styling, compared to traditional foil pet food trays, made it a stand out container, which also took full use of the print surface area to convey a quality image.



Laura Fernandez, Senior Packaging Technologist at Marks & Spencer and head of the judging panel for the 2019, commented, "Here is a pack which takes advantage of its shape and smooth texture, combined with excellent graphics and print, to really jump off the shelf. We felt the overall concept was a great design coup."

Saturn petcare wanted to convey pulled meat as premium pet food ingredient, underlining healthy preparation. The round, high-end alufoil container was designed to communicate a premium packaging appearance by printing 100% of the tray surface, which is fully visible at the point of sale (POS).

Katrin Kalbhenn, Senior Product Manager, saturn petcare explained the reasoning behind the successful packaging concept, "Premium pet food products require superior and attractive packaging. Winning an Alufoil Trophy in the Marketing + Design category, is a great acknowledgment of successful design work for this round, fully printable alufoil container system."

Using rotogravure for the printed trays ensured highest printing quality to further increase the quality appearance of packaging. The overall POS packaging system comprises the round alufoil container systems in corrugated display trays, all in a harmonized design, to create a high-end look for consumers.

The alufoil container is designed to improve stability and the ergonomic bowl shape supports the easy removal of the contents. In addition, labelling can be applied to the lid (which is not as visible to the consumer at the POS) to accommodate any changes required for country specific regulatory requirements.

*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)*

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