

MEDIA RELEASE



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Coffee capsule represents a landmark in responsible sourcing

A joint development with the Aluminium Stewardship Initiative (ASI) organization, Nespresso and selected mining corporations has won **Amcor** an Alufoil Trophy 2020 in the Resource Efficiency category for an **ASI aluminium coffee capsule**, which will be marketed by Nespresso. The capsule uses ASI certified aluminium to improve the sustainability position of product and brand.



“This is a holistic entry which does the whole industry credit. It helps to create a standard in the market to which we can all aspire. Amcor and its partners are pioneering responsible sourcing of aluminium foil. The initiative creates a chain of custody as the whole process needs to be certified,” was the summarizing comment of the judging panel, which comprised of industry experts from within the aluminium sector. “Nespresso’s involvement in this project reflects the commitment to the aims and objectives of the Alufoil Trophy competition – excellence and environmental responsibility with aluminium foil,” they added.

Amcor has five production sites holding ASI standards certification. ASI is the only responsible sourcing programme that addresses practices along the full aluminium chain: from upstream production right through to downstream use sectors. The sites help Nespresso assure their capsules use environmentally and socially responsible sourced aluminium and meet their consumers’ sustainability expectations.

“Certification from the Aluminium Stewardship Initiative helps us to deliver responsible packaging solutions to our customers. Amcor is proud to have won this award with our valued partner Nespresso, towards a responsible, ethical, transparent and more sustainable aluminium supply chain,” said Gerald Rebitzer, Sustainability Director for Amcor Flexibles.

As an active member of the ASI, Nespresso believes that this credible and practical standard for sustainable aluminium will provide for greater transparency and sustainability across the aluminium supply chain. The company has been working since 2009 with the International Union for Conservation of Nature (IUCN) and other stakeholders, to improve the sustainability and traceability of aluminium overall.

The Alufoil Trophy is organised by the European Aluminium Foil Association (EAFA). There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave two awards for Innovative Use of Aluminium Foil. For the Alufoil Trophy 2020 there were seven winners.

High-resolution images 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

Further information:

Patrick Altenstrasser, Manager Communications
communications@alufoil.org