

MEDIA RELEASE



May 2020

Sidewall embossing adds new dimension to smaller containers

The Technical Innovation prize for the Alufoil Trophy 2020 competition has been awarded to **Constantia Flexibles** for its novel **3D sidewall embossing** technology. This enables the introduction of branding or messages on smaller aluminium foil portion packs without having to print, as well as offering both optic and haptic differentiation, which makes the product stand out on the shelf.



Head of the judging panel for the Alufoil Trophy, Veith Behrmann, Group Packaging Manager for Nestlé Nespresso saw great potential for this innovation, “It creates a different effect, entirely due to the properties of the aluminium material and can deliver a strong message about the brand or the product. There are a wide variety of applications using smaller alufoil containers and marketing departments should see huge potential for this product.”

Forming is achieved in a single step, in-line process during vertical deep drawing, rather than the conventional multi-step method. This required the development of special tool parts as well as modifications to the sidewall angles of the containers.

Georg Buchinger, Head of Product Management at Constantia Flexibles commented, “To win the Alufoil Trophy in the category Technical Innovation, with this 3D-sidewall-embossing, confirms our ongoing efforts to make better and, of course, more attractive. This technology is a step forward in challenging the current possibilities of forming and decoration for alufoil containers. Additionally it opens up further opportunities for marketing and design.”

The sidewall is an ‘extra space’ for marketing, decoration or branding. This is particularly relevant for small portion packs where space is very limited, says Constantia. The impression of the embossed design may also appear on the product – depending on its texture, fill level and composition.

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:

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