

## MEDIA RELEASE



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### **Easy pouring lid system boosts convenience**

The **EasyDoseLid** from **Constantia Flexibles** has won the Consumer Convenience award in the Alufoil Trophy 2020 competition. The lidding system is designed for solid consumer food products stored in liquids, such as mozzarella cheese, pickled cheese, pickles and olives, which become easily separable from the liquid thanks to this novel pouring system.



Veith Behrmann, Group Packaging Manager for Nestlé Nespresso, who led this year's judging panel, explained their decision. "More and more products of this nature are packed for convenience in appropriate portioned containers with peelable lids. This has always presented a challenge to consumers due to the necessary balance between the need for seal strength and ease of peeling. This clever system using aluminium foil, the ideal lidding material, addresses a real consumer issue and we see potential for wider applications."

Due to the special shape of the lidding the liquid element can be poured before taking out the solid content, for example mozzarella cheese balls. Given the separation of the liquid from the solid ingredients the consumer convenience is obvious, says Constantia. There is no accidental spilling of any liquid and the solid goods can be consumed easily and cleanly, it claims.

"We at Constantia Flexibles are very proud to have won the Alufoil Trophy in 2020 with our EasyDoseLid, delivering convenience to the consumer with an easy pouring system," said Ewald Koeberl, Product Manager Dairy, at the company. "The design is unique and the opening shape can be customized to create distinguishing features to identify the brand or to differentiate it from others, similar, products," he added.

The double layer die cut lid is composed of one aluminium layer and a co-extruded plastic layer with special laser cutting. Due to the separation of the liquid before dispensing the solid filling can have more appealing optics for the customer, the company believes.

*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](https://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:**

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