

MEDIA RELEASE



May 2020

The sustainable revolution in disposable plates

The Alufoil Trophy 2020 competition saw awards made for the first time for Innovative Use of Aluminium Foil. **Contital** was the ideal candidate for one of these prestigious prizes for the introduction of a range of recyclable ‘**aluminium plates**’ as a credible and economic alternative to disposable dining plates which are non-recyclable.

Veith Behrmann, Group Packaging Manager for Nestlé Nespresso, who led the judging panel this year, believes these plates have groundbreaking potential.

“At a time when industries such as food service and the ready-meals market, as well as consumers, are looking for different answers to sustainable issues, here is a simple, recyclable and cost-effective solution. The aluminium plates are a better alternative in almost every respect including convenience and versatility. They could and should be a game changer.”



The patented product range has been developed with specific technical characteristics to ensure strength despite the low thickness and to withstand the stress of transportation, sealing and storage, as well as heating and freezing. Conceived for catering industry, mass-market retailers and end consumers, the plates come in a variety of sizes and shapes and are meant to hold pasta, soup, meat, fish, poultry, vegetables, fruits and desserts, including acid and salty foods.

The CEO of Contital, Pietro Moschini expressed his delight, “We’re so proud to have won the Alufoil Trophy 2020 in this special category, which recognizes how ‘aluminium plates’ meets customers’ demands for sustainable and recyclable products, while at the same time offering many functional advantages over the other materials. The ‘aluminium plates’ project is the result of an integrated commitment of the whole Laminazione Sottile Group and the awarding of an Alufoil Trophy acknowledges this,” he added.

With non-recyclable plastic plates due to be phased out under EU Directive 2019/904, which addresses the reduction of the impact of certain plastic products on the environment, the company says these plates, made from 100% recycled aluminium, are a timely alternative.

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