

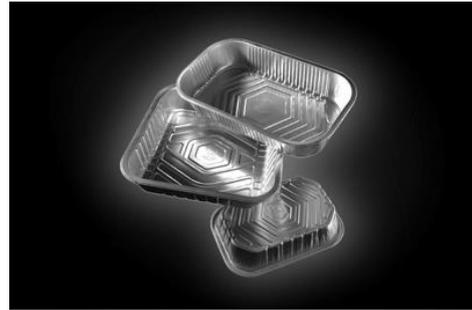
MEDIA RELEASE



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Radical redesign gives more strength but less weight to smoothwall container

The **i2r Ultra™**, a highly innovative, smoothwall aluminium foil container, intended for packaging high quality 'ready to cook' convenience products including red meat, poultry, fish, vegetables, BBQ food and desserts, has been awarded an Alufoil Trophy 2020 in the Resource Efficiency category for its designers and manufacturers, **i2r Packaging Solutions**.



Head of the judges Veith Behrmann, Group Packaging Manager for Nestlé Nespresso, saw many benefits in the 'radical' design changes. "Often we do not appreciate how much thought and effort goes into improving aluminium foil containers. Here, even small things can make a big difference. The pack has gone through a transformational rethink which has resulted in a stronger container using 10% less material. That is a significant and sustainable achievement worthy of recognition."

Three key design features were applied: a new hexagonal base emboss, adding a significant amount of additional strength and an overall reduction in pack weight; wall to base ribbing also increased structural strength, as well as further reducing weight; a structural step was included to add strength to the flange.

Jon West, Commercial Director, i2r Packaging commented on winning the Trophy, "We are proud of our history of innovation and we're delighted to receive this award as recognition of our latest achievement. Reducing packaging by design and increasing awareness of recyclability is an essential element of our business ethos."

Compression and tension tests were conducted against the relevant ISO standard, ensuring that the new design could withstand the same or more forces applied to it, following production, sealing, transportation and storage. On the base of the tray, an 'Alu' recyclable logo is included, together with a 'rinse & recycle' message, both of which provide the consumer with a clear and strong environmental call-to-action.

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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