

April 2014

Highly creative designs combined with practical solutions add lustre to Alufoil Trophy 2014 – *Winners show great engineering skills and design flair to demonstrate excellence in alufoil*

This year's Alufoil Trophy 2014 featured many original, yet practical, solutions for products using alufoil packaging and aluminium closures. Some shining examples of the skills and innovation on offer from the sector were among a record number of entries. The panel awarded 12 trophies from the 67 entries, recognising excellence in all five competition categories, plus one discretionary award.

Head of the judging panel this year was Dr Mark Caul, technical manager for packaging at Tesco, who brought a valuable retail perspective to the table. Commenting on the overall competition he said, "We were particularly impressed by the combination of alufoil with other materials to come up with some very well engineered and novel packaging solutions – many of which could lead to new market opportunities for alufoil or closures. In addition some of the finishing and print quality was simply outstanding and took some, often quite established concepts, to a completely different level. I was genuinely excited by the potential of some of the winning entries."

The annual awards are organised by EAFA, the European Aluminium Foil Association. Its director communication, Guido Aufdemkamp, speaking about this year's competition said, "The Alufoil Trophy is a well-established and high profile competition, which is increasingly seen as a benchmark for other packaging awards. It attracts entries from many of Europe's leading aluminium converters as well as top designers and practitioners in the packaging, printing and industrial sectors."

The competition is open to products which are either made from alufoil or contain alufoil as part of a laminate, structure or packaging system, as well as aluminium closures. Categories cover every aspect of alufoil usage across many diverse markets, particularly those for packaging and technical applications. The classifications are Consumer Convenience; Marketing + Design; Product Preservation; Resource Efficiency; and Technical Innovation. The judges also have discretion to award an Alufoil Trophy for products displaying excellence across a number of categories, or for an outstanding or clever application.

THE WINNERS

Consumer Convenience

- Amcor Flexibles: EMEND® Tri-pack Formpack® blister with peelable lidding
- Guala Closures: Verso

Marketing + Design

- Amcor Flexibles: Belmoca
- Guala Closures: Savin Premium

- Guala Closures: WIT - Wine in Tube

Product Preservation

- Constantia Flexibles: CONSTANTIA Safemax
- Gascogne Laminates and dy-pack Verpackungen: SAFEdy

Resource Efficiency

- Ecopla: CE 137 R EASYTIN N/B
- Rotoprint Sovrastampa: Frutta al cucchiaino Parmalat

Technical Innovation

- Constantia Flexibles: CONSTANTIA Perform
- Guala Closures: Verso

Discretionary Award

- Frith's Flexible Packaging: Bugatti

Summary text of all winners follows on pages 3 – 6

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also gave a Discretionary Award. For 2014 there were 12 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

Guido Aufdemkamp, Director Communication

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.

Summary (more details available at www.alufoil.org)

Consumer Convenience

Winning entries in this category, serving two completely different market segments, demonstrate the versatility of alufoil as an effective packaging material.

First a peelable lid blister pack provided by **Ancor Flexibles** for Merck Sharp & Dohme Australia (MSDA). The **EMEND® Tri-pack Formpack® with peelable lidding** is used for medication to prevent nausea and vomiting caused by certain anticancer medicines. Due to the alufoil in both the lid and bottom web, the blister provides total barrier protection, as well as making it easier to handle for the patient.



This format is now being introduced into other MSD packaging sites. In Australia it has resulted in a dramatic reduction in the number of impacted products found by patients, helping to reduce costs, while increasing the drug's efficacy.

For the food sector **VERSO**, a patented spout that pops up at each opening, integrated into an aluminium closure, offers an excellent pouring speed with precise dosage control, says the designer and manufacturer **Guala Closures**.



Created specifically as a screwcap closure for standard olive oil bottles **VERSO** is made of an aluminium shell and an integrated plastic pourer which is very easy to open and reseal. For the consumer the controlled dosing is achieved through a special telescopic pourer system, while a patented drip recovery system stops unwanted drips which ensures the pourer stays clean and hygienic during use.

Guala Closures' VERSO was also awarded an Alufoil Trophy 2014 in the Technical Innovation category. (See page 6)

Marketing + Design

The ability to create new packaging concepts and high impact closures through innovative design using aluminium are shown to best advantage by these category winners.

Beverage producer **Belmoca** is packaging five flavours of premium coffee in shiny, diamond faceted, aluminium capsules created with **Ancor Flexibles** material. The eye-catching design, incorporated onto the shape of the container surface, has helped to distinguish this premium brand in the fast growing market for coffee capsules.



In addition the capsules entirely compliment the company's promotional slogan "Belmoca - a diamond in your cup", helping to underline and differentiate the high product quality.

In addition to the design the alufoil offers a high barrier for aroma protection and allows for optimal storage of these aromas and tastes, guaranteeing the freshness of the product. The

diamond faceting also brings additional strength to the capsules, reducing the potential for impact damage.

The **SAVIN PREMIUM** closure from **Guala Closures** is a winning combination of an aluminium outer shell and aluminium inner liner with patented thread. These offer improved sealing as well as enhanced branding opportunities, says the company.



An in-house innovation, the aluminium closure is dedicated to still wines. The aluminium inner cap, with integral thread, greatly enhances the quality appearance of the closure, as the thread is not visible from the outside, leaving the large uninterrupted outer surface for decoration - so combining new technology with a modern look.

It is suitable for standard glass bottles and can be made in a range of finishes: matt, metallic, satin or gloss. Top decoration can be either printing/foiling or embossing.

WIT, or Wine in Tube has been developed as a new packaging concept for quality wines which is a 'totally original merging of materials' - in this case glass and aluminium – according to the Alufoil Trophy judges. It is a patented glass tube, sealed with a crimped aluminium closure, suitable for both wine and spirits



Developed by **Guala Closures** in conjunction with WIT France, the INRA (Institut National de la Recherche Agronomique) and Ecole Nationale Supérieure d'Arts et Métiers the designers says WIT can fulfil a number of functions. It can be an interesting and original gift pack, a highly distinctive sample, or an unusual and high impact display for retailers.

Product Preservation

The strength of alufoil as an all-round protective packaging material, capable of many different formats and uses, can be seen clearly in these winning products.

The first award went to **CONSTANTIA Safemax**, a resilient container comprising ribbed alufoil plus lidding foil, developed by **Constantia Flexibles**. It enables a drug delivery device to be extremely well protected from moisture ingress while also shielding it from damage due to impact or movement during distribution.



Developed in conjunction with customer GlaxoSmithKline (GSK), the pack comprises a very high barrier container, based on a deep draw aluminium tray, plus a consumer friendly peelable lidding foil. GSK's design brief was for the development and industrialisation of a radically different method of containing, protecting, and delivering a vitally important inhalation device to the global market.

The company and its partners utilised their expertise in aluminium conversion technology and knowledge of the material's packaging attributes to deliver a world first for inhalation device supply.

A second Trophy in this category went to **Gascogne Laminates** and **dy-pack Verpackungen** which used a standard gauge alufoil liner to create a sack which offers maximum product protection for a range of sensitive products.

The **SAFE**d sack incorporates a clever deaeration system which enables efficient filling as the air can escape through perforations in the liner. In addition the alufoil creates an highly effective barrier to moisture, air or gas and can also keep odours in - ideal for a wide range of dry filled goods.



The alufoil is visible on the inside of the sack and not covered by a second moisture containing paper layer. In combination with the perforation system and an innovative overlapping technique for the paper layers, a very high grade of protection and prolonged stability of the contents is possible.

Resource Efficiency

Alufoil manufacturers and converters are always challenging the existing boundaries to come up with more sustainable packs, as these winning entries illustrate.

Ecopla, part of the Nicholl Group, stacked up some impressive numbers in savings on material usage, transport and energy costs for its **CE 137 R Easytin N/B** smooth wall cup, compared with standard cups, used to pack a range of pastry speciality desserts for a French customer.



A new alloy allows a harder temper to be achieved in the annealing process, which helps to maintain rigidity. The result is a material that is 17% thinner and 16% lighter than standard gauge cups, while offering better mechanical characteristics, says Ecopla.

Figures from the company, based on production of 10 million cups, demonstrate that 5.7 tons of material could be saved. In addition, the weight of a full truckload is reduced by more than 1500Kg.

Italian printing specialists **Rotoprint Sovrastampa** was recognised with an award for its 'total recycle overprint' process, which has helped save multinational dairy and food producers Parmalat the costs of recycling reels of alufoil printed to lid a discontinued product and enabled its use on a completely new line.



The customer wanted to launch a new flavour for its **Frutta al cucchiaio** brand, but held in stock a large amount of alufoil lidding material with a redundant design. It was possible to completely change the old packaging with a very high quality finish.

It has saved 100% of the surplus alufoil, saving on the cost of landfill and transport. Also it helps reduce carbon emissions as the old material is not destroyed and there is no need to produce another roll from virgin stock.

Technical Innovation

Acknowledging the technical and engineering characteristics of alufoil which helps create innovative, new packaging is a major purpose of the competition.

Constantia Flexibles achieved an award in this category for **CONSTANTIA Perform**, a sterilisable lidding foil developed for Greiner Bio-one's VACUETTE® PREMIUM Safety Needle System Tube-Touch. The VACUETTE® blood collection safety device incorporates a tube holder which is sealed with a puncture resistant aluminium lidding foil to ensure the interior is sterile and offers good barrier resistance and toughness.



This lidding foil, developed for client Greiner Bio-One, can be laser marked and uses an abrasion-resistant overlacquer. Constantia says the foil allows easy and clean opening without filaments at the tube, it can be sterilised with gamma radiation, offers optically perfect print layout and perfect positioning in the machine, as well as high mechanical consistency against abrasion.

The **VERSO**, a patented spout that pops up at each opening to avoid oil spread, which is integrated into an aluminium closure, achieved a second award for **Guala Closures**. Designed specifically as a screwcap closure for standard olive oil bottles the system comprises an aluminium shell and an integrated plastic pourer.



It is a good example of the combining of two materials, in this case plastics and aluminium, to make a novel and effective packaging system. The spout can be fitted to the standard range of aluminium closures for oil. This device has been specifically designed for oil viscosity, while the controlled dosing is achieved through a special telescopic pourer system which pops up at every opening.

Guala Closures' VERSO was also awarded an Alufoil Trophy 2014 in the Consumer Convenience category. (See page 3)

Discretionary Award

A cross-category award, this recognises a remarkable achievement, application or design using alufoil which takes the material to a new level.

Frith's Flexible Packaging received this award for an outstanding decorative print finish on the **Bugatti** limited edition, wooden cigar humidor made for Integral Logistics. The box incorporates engraved aluminium foil crafted to give a 3D effect on the lid, creating a unique affect and enhancing the point of sale appeal.



The bespoke print and embossing process, known as Dufex, involves the foil being laminated and then printed using special inks on a lithographic printer. To emboss the printed material a master engraving of the graphic is hand produced to create the final 3D, almost holographic, effect. Once the alufoil is applied to the humidor box lid it is finished with a high gloss piano lacquer.