

# ALUFOIL TROPHY WINNERS 2006

Innovation and ingenuity, user convenience, environmental responsibility and technical breakthroughs are the key elements of the five winning entries of the Alufoil Trophy 2006.

This year's hotly contested Alufoil award scheme reflected the growing importance of aluminium foil in today's packaging mix. The independent judging panel was delighted with the quality of the 20 entries. The leading independent judge, Dr Jochen Hertlein, head of culinary packaging, Nestlé Germany, comments: 'The sheer diversity of applications within entries to the Alufoil Trophy 2006 and, most particularly, the five winners, proves conclusively that alufoil is an important part of the packaging mix.'

'Whether you are looking at product protection, extended shelf life, decorative techniques and shelf-standout or consumer convenience, the winning packs prove that alufoil continues to play an essential role in the packaging industry.' ➤

The Alufoil Trophy



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## EUROPEAN ALUMINIUM FOIL ASSOCIATION

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and flexible packaging. Its 130 members include companies in Western, Central and Eastern Europe.

## THE WINNERS

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1. Alcan Packaging Tscheulin Rothal GmbH was awarded a trophy for a specially developed Aluminium PE laminate for Adper™ Scotchbond™ 1 XT Dental Adhesive from 3M ESPE. This one-component, unit dose packaging concept was designed and assembled by 3M ESPE AG, and features an integrated applicator that allows dentists to apply adhesive fluid hygienically and easily. The convenient package, which ensures consistent and accurate application, is opened at a predefined breaking zone simply by pressing the fluid compartment with thumb and index finger. The unit dose pack also ensures that there is minimal product spoilage.

## FLEXIBLE PACKAGING

**2.** Perfect protection for foil-based pharmaceutical packaging against counterfeiting won Constantia Packaging/Teich an Alufoil Trophy 2006 for its Cpl Security Foil, currently used for Levitra by Bayer Healthcare AG. The anti-counterfeiting feature is incorporated within the alufoil at the roller stage, making it next to impossible to copy. Cpl Security Foil can be converted as standard rolled foil and applied to any kind of packaging material and may be used as an overt or covert security feature.



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**3.** The clever kimono-shaped design of the Theolya stand-up pouch for Japanese fresh tea won an Alufoil Trophy 2006 for Breger Emballages. The Doypack was hailed as extremely innovative and a wonderfully apt design by the judges. The aluminium foil provides the ideal structure for a stand-up pouch, providing excellent folding characteristics and the barrier qualities to guarantee the freshness and flavour of the tea. The original use of the traditional Japanese costume design combines perfectly with the contents of the pack.



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**4.** Trophy winners Amcor Flexibles and Weidenhammer Packaging combined resources for their foil-based composite container for Zinglez coffee pads. Judges felt the pack displayed a true commitment to continuously enhance and redevelop premium packs for new product innovations. Once in the consumer's home, the pack is reclosable, giving continued product protection and optimum convenience for the consumer.

The key to the success of the can is the marriage of its composite layers: its inner layer of alufoil, the lidding foil and SoftValve, which work together to keep the full flavour of the pads over a long period. Together, the composite can and lid form a consumer pack that preserves the full flavour of the pads over a long period.

**'THE WINNING PACKS PROVE THAT ALUFOIL CONTINUES TO PLAY AN ESSENTIAL ROLE IN THE PACKAGING INDUSTRY.'**

(cont)

Echoing these thoughts, Stefan Glimm, executive director, European Aluminium Foil Association (EAFA), says: 'Alufoil brings many unique characteristics to the packaging market, including superb pack differentiation. The winners provide excellent examples of its uses across a range of sectors – pharmaceuticals, dental, agriculture, and dried goods such as coffee and tea – where its protective, decorative and barrier properties have provided true innovation and consumer convenience.' **pci**

**5.** Protective Packaging claims an award for its unique field liner entry – a technical breakthrough that saves trees. The innovative use of an aluminium laminate in the field liner extends the service life of timber poles in the ground, while two active packaging layers prevent the wood from being damaged by fungal growth and termites. The alufoil layer provides barrier protection to prevent harmful wood preservatives (such as creosote or CCA) from leaching out and contaminating the soil, while an additional advantage is that the preservative penetrates further into the wood than would otherwise be possible.



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