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New EAFA website brings the modern world of alufoil in focus

The European Aluminium Foil Association (EAFA) has upgraded its website to improve navigation and give it a contemporary look and feel. It takes into account the greatly enhanced content, which has been added over the last six years and aims to help users find the answers they seek quickly and easily.

The main aim is to provide information in a far more attractive and visual way, leading quickly to the content required. But the Association wishes to retain all the existing popular elements, such as market information, the latest news on sustainability and its very dynamic media section, while offering new interactive content and functionality. The website is now fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

Talking about the improvements EAFA's Manager Communications, Cédric Rauhaus explained, "We wanted to retain the best elements of our old website, but with a refreshed and modern design - as well as a wide range of enhancements. The better navigation will help visitors efficiently manoeuvre through the wide selection of information offered on the site."

Several new sections have been added, including Cuisine, which features barbeque recipes supported by cooking demonstration videos and images, and a lively events section.

In addition the member search facility has been improved to make it easy to navigate this section and locate EAFA's member companies, as well as potential suppliers of alufoil products.

To get further insight please visit www.alufoil.org

Further information: Cédric Rauhaus, Manager Communications

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.