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## Alufoil Trophy 2013: Saluting the use of foil at its full potential



Alufoil reaches every part of the world we live in: packaging or helping with the preparation of the food we eat; protecting the medicines which help to fight disease and illness; in transport to make vehicles more efficient and sustainable; and in buildings to keep us warm, cool or safe. The Alufoil Trophy celebrates all these activities and recognises the best of the best as well as highlighting new and exciting applications using aluminium foil and closures.

The Alufoil Trophy, organised by the European Aluminium Foil Association, EAFA, is now established as a major prize, which recognises innovation and creativity in the use of foil across a number of applications. Five entry categories place the spotlight on the many different contributions alufoil makes to the modern world:

- **Marketing + Design:** Entrants must demonstrate real improvements to graphics, structural packaging design and ergonomics as well as ideas that lead to greater shelf appeal at point-of-sale; or offer original and practical industrial design solutions.
- **Consumer Convenience:** Products which deliver improved technical performance and clear benefits to the consumer.
- **Resource Efficiency:** Sustainable performance is now high on the agenda for many applications and one of the big challenges faced by industry. Developments should provide quantifiable benefits and show both environmental and commercial advantages whether in consumer or industrial applications.
- **Product Preservation:** Fewer preservatives and new pack styles have shown alufoil can deliver safe and hygienic solutions for food and better protection for highly sensitive pharmaceutical products. Entries should demonstrate the latest advances.
- **Technical Innovation:** Innovative ideas should offer benefits for the brand owner, retailer, consumer and industrial user through the application or performance of material, a manufacturing method or conversion process.

EAFA invites entries from packaging designers, brand owners, foil rollers, foil converters, foil container manufacturers, closure manufacturers, household foil manufacturers, retailers, and industrial solution providers; including combined entries from any of these parties. Interested consumers and consumer groups or associations may also enter.

**The extended deadline for entries is 23<sup>rd</sup> Nov 2012. To find out more and enter visit: [www.alufoil.org](http://www.alufoil.org)**

Entries showing how an alufoil product has developed and improved to meet changing demands in the marketplace, are particularly welcome.

### Further information:

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*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 of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*