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Alufoil Trophy 2007

Fresh approach for cream

A novel and innovative use of a Doypack pouch with screw cap for Elvir's Elle & Vire Crème Épaisse, which has no preservatives or colouring agents, was extolled by David Smith as a good example of how a product can be taken successfully into a different packaging format. He added that importantly the Alufoil Trophy winner "signifies freshness and hygiene to the consumer".



Claimed to be first use of a Doypack for a thick cream, the easy open, pour and re-close concept features an alufoil layer which provides protection from light and gas to give an extended shelf life of 60 days at 2oC-6oC, compared with the more usual 28 days. Other advantages are that consumer does not need a spoon to dispense the cream and can re-close the pack for easy storage in the fridge.

The PET/ALU/PE laminate is supplied by Alcan Food Packaging Europe rotogravure printed in nine colours. The pouches are converted, filled and the closure applied by Gualapack, of Italy.

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 120 members include companies in Western, Central and Eastern Europe.

High resolution pictures are available at www.alufoil.org as well as a list of all entries.

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