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Winner of an Alufoil Trophy 2008

## Ultrasonic seal for real convenience

Packaging for fish fillets and seafood has been given a facelift thanks to the PeeliCan® from Alupak and Alcan Packaging (Rorschach and Singen). The joint development of the PeeliCan® is being used to great for all kinds of fish fillets and seafood, and has now won a prestigious Alufoil Trophy 2008.

“This is a great pack which drives alufoil packaging into a new market and replaces the ring pull lids traditionally used for fish packs. The difficulty of positioning fish into trays with 100% accuracy and the consequent problems with sealing the lids has been brilliantly overcome by the ultrasonic sealing process,” stated Head Judge Arne Russ, purchasing director of confectionery specialist August Storck.

Offering great advantages to fillers, retailers and consumers because of its lightweight, stackability and easy opening, the PeeliCan® provides a simplified filling process using a patented ultrasonic sealing technology. This ensures a safe seal even when the rim of the packaging is contaminated by product during filling.



The weight reduction comes from the use of hard temper aluminium which allows a lower thickness to be used - 130µ compared with conventional ring-pull cans that are 180 – 200µ.

The multi-colour roto-gravure printed container is stove lacquered/alufoil 130µ/PP and the multi-colour printed lidding foil from a laminate of PET/alufoil 50µ/peelable PP layer.

The pack's utilisation of an easy-peel lid offers real advantages to the consumer including safe and easy opening with no sharp edges; and complete removal of the lid to make access to the product easier.

“Winning an Alufoil Trophy for this development is important to the aluminium foil industry as it underlines that new developments secure competitiveness for aluminium packaging while at the same time ecological benefits are achieved compared with the conventional ring-pull packaging,” Andy Swaker, chief executive officer, Alupak.

This new filling/sealing technology and packaging system were developed jointly by Alupak (final pack concept), Alcan Packaging (packaging material) and Waldner (filling/sealing machine).

The annual Alufoil Trophy is organised by the European Aluminium Foil Association.

*High resolution pictures of all winners are available at [www.alufoil.org](http://www.alufoil.org) as well as a list of all entries.*

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