

April 2008

Winner of an Alufoil Trophy 2008

Alcan Packaging is purring with delight

Alcan Packaging Zutphen had the judges of the Alufoil Trophy 2008 purring with delight with its eye-catching organic shape alufoil tray with easy-open lid for Sheba Essence from Mars Petcare Europe.

Designed in close co-operation with Mars, the 130 μ PP laminated aluminium tray features all over printing in 7- colour rotogravure. The 360 $^{\circ}$ printing is flashy and clear, providing excellent on-shelf differentiation and positions the brand clearly as a premium product.

“The shape and the technical achievement in creating the all over print for this high-valued added cat food mean this pack really stands out from the crowd. The Sheba Essence pack is very different from traditional packs for wet cat food and creates real opportunities for branding and on-pack promotion,” explained Head Judge Arne Russ, purchasing director of confectionery specialist August Storck.

The manufacture of the tray created a number of challenges; the first was to anticipate the degree of deformation caused by stamping prior to pre-printing. The non-standard asymmetrical shape meant that extra attention had to be paid to the stamping process which causes stress, break the tray or produce wrinkles. Finally to ensure a "smooth surface", creating the correct dent resistance for a smooth wall tray was an added difficulty.



Michael Cronin, President Alcan Packaging Food Europe, “Receiving an Alufoil Trophy is great recognition for Alcan Packaging, it highlights our commitment to the success of our customers by working in close partnership with them to provide new and innovative packaging solutions that meet or exceed their expectations.”

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

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

Further information:

Guido Winsel
Director Communication
European Aluminium Foil Association
Am Bonneshof 5
D - 40474 Düsseldorf

Phone: +49 (0)211 47 96 191
Fax: +49 (0)211 47 96 408
enquiries@alufoil.org
www.alufoil.org