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Winner of an Alufoil Trophy 2009

## **Aisacan provides plenty of potential for drinks**

Aisacan®, the latest innovation utilising Cyclero technology, is the fruit of a joint development between Huhtamaki Ronsberg and Aisapack Vouvry.

The ‘flexible bottle’ concept has won an Alufoil Trophy 2009 for its first commercial application for an Iron Sports Drink for WCUP, of Belgium. The Aisacan® features a rigid top and bottom, while the body of the pack is a rotogravure pre-printed alufoil flexible laminate (PP/Printing/Adhesive/ALU/Adhesive/ PP).



The Aisacan® is suitable for key high acid markets such as fruit juice without pulp, sports drinks and flavoured water with a pH below 4.

A special feature of the lightweight pack is its “cool touch” which is made possible by the efficient use of the flexible film’s thin aluminium foil layer to provide a good temperature transfer between the inside and outside of the pack’s body. The Aisacan® WCUP iron drink range is available in 250, 300 and 330 ml sizes.

A major advantage of the Aisacan® is that the complete body of the pack can be printed to give plenty of room to create brand appeal and customer messages. In addition, as Anita Van Genechten, CEO and owner of WCUP, commented the “cold touch” feel of a chilled Aisacan is one of its most noticeable and differentiating selling points.

Head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, said, “Last year at interpack I felt that the Cyclero technology was a great innovation. From my point of view, the reclose feature of this lightweight drink’s bottle builds on this great innovation. Further, this interesting pack provides real opportunities for brand owners to think outside the box when it comes to choosing pack formats that will help their products stand out from the crowd.”

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).*

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