

April 2009

Winner of an Alufoil Trophy 2009

Forty years' young and still Wild about Capri-Sonne

Capri-Sonne, the world's largest selling brand for kids, has won an Alufoil Trophy for Deutsche SiSi Werke with the new Capri-Sonne 330 ml pouch with recloseable and proprietary drinking spout.

The 330 ml lightweight pouch was introduced to extend Rudolf Wild's world famous Capri-Sonne range of drinks to the adolescent market and is described as a natural extension of the famous 200 ml pouch with straw for children under 12, first introduced some 40 years ago.

The pouch's larger size and slim and contoured profile, which is both tactile and easy to handle, is proving a hit with European teenagers who prefer the larger size, appealing flavours and trendy pack.



Currently available in two natural flavours with no added artificial additives – Wild Berries and Orange Peach – Capri-Sonne will introduce a Multivitamin flavour in to the Western European market in 2009.

Head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, said: "Capri Sun's new pouch with its spout and easy open and reclose features for the teenage market is a great innovation which provides a real contribution to consumer convenience."

The functional pouch is manufactured from a triplex laminate PET 12 micron /ALU 9 micron/ PE 90 micron with an HDPE injection-moulded proprietary spout and cap. It is reverse rotogravure printed in seven colours.

"The success story of Capri-Sonne began with the pouch 40 years ago and we are proud that these efforts are being honoured by the EAFA with an Alufoil Trophy 2009, in the anniversary year of Capri-Sonne," said Julia Savas-Butz, Marketing Manager International, Deutsche SiSi Werke.

The judges also gave a special mention to the recloseable pouches for CAPS and Angel also from Deutsche Sisi Werke.

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

High resolution pictures of all winners are available at www.alufoil.org.

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