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Winner of an Alufoil Trophy 2009

Ingenious Energy Pod is a winner

An ingenious perforated spring back foil used to create a stickpack for a carbonated drink - Bistrozucker Energy Pod - has won an Alufoil Trophy 2009 for Alcan Packaging - Food Europe and partners.

The concept extends the market for TPods from the more traditional tea and coffee applications to provide trendy and novel opportunities to soft drinks manufacturers.

“The Energy Pod is novel, trendy and the colourful branding fits really well with the whole innovative concept. Further, it is also a great example of mutual co-operation between industry partners,” said Head Judge said head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany.

The development is the fruits of a strategic alliance between Alcan Packaging - Food Europe; Bistrozucker; and Sigpack Systems (part of Bosch Packaging Technology), which produced the state of the art filling and enveloping machines.

The innovative springback foil from Alcan Packaging Singen allows the pack to regain its shape after filling and is being used for Bistrozucker’s Bistro Tea Energy Pod, a carbonated cold water soluble flavoured energy drink. The Energy Pod filters the beverage through the perforations to provide controlled carbonation and consumers simply pour the contents into a glass add water and stir to create the 250ml energy drink.

The Energy Pod is manufactured from OPP 30 micron/ALU 12 micron/OPP 30 micron, features lacquer lamination, and is reverse rotogravure printed in three colours. The purpose designed FDA-approved foil remains neutral and sterilisable at up to 121°C.

The concept is an extension of the Tpod concept originally developed for teas and extends the range of drinks that can be packed in the pod format. The Energy Pod is some 9mm taller than the Tpod. Bistrozucker is also introducing a non-carbonated version of the Energy Pod.

“This award shows that aluminium foil is an excellent medium for premium and trendy consumer goods. We delighted to have been recognised as an innovative company able to provide aluminium-based packaging solutions to create new ideas that provide convenience and haptics to traditional markets,” said Giorgio Dini, Marketing Manager Dry Market, Alcan Packaging - Food Europe.

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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