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Winner of an Alufoil Trophy 2009

Dispensing made Easy by Lablalo

The EasyFoil Pouch being used for Lablalo's Airless Metering Dispensers for high viscose cosmetic creams and pharmaceutical products, has won an Alufoil Trophy 2009.

A major advantage of the pouch is the protection of the product against Oxygen and UV lights, as well as the viscosity of the product has no negative effect on the ability of the pump to dispense precise dosages. The EasyFoil pouch consists of an aluminium multilayer film rolled and welded around a plastic superior ring and an inferior cup. The laminate consists of PET/ALU 12 micron/PP or PE layer (depending on application).



The pouch, which is suitable for both highly viscose and high alcohol products thanks to the alufoil layer, is attached to a pump equipped with a self-sealing actuator which gives precise doses (+/- 5%) to provide a steady, repeatable dose each time it is actuated - even when held upside down. The airless pump's self-sealing actuator protects the product both during the dispensing phase, and between dispensed doses.

The most common products for which it is used are alcoholic gels used for pharmaceutical products, particularly for transdermal applications. The use of alufoil is critical in these circumstances as it provides an absolute barrier to alcohol and prevents evaporation of pharmaceutical products, which often have a shelf life of two years.

Head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, heralded the pack as "an unusual and innovative system which once again shows the attributes of alufoil to advantage".

Another major contribution of the EasyFoil pouch to pharmaceutical and cosmetic packers is that filling is undertaken by gravity feed and can be facilitated on standard machinery.

"Winning an Alufoil Trophy 2009 gives encouragement to the Lablalo team and its clients, and means that our strategic innovative choices are recognised and reinforced," said Louis Khoury Lablalo's Marketing and Sales Director.

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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