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Alufoil Trophy 2009 Winners

## Versatile and innovative –a thoroughly convenient material

Consumer convenience across many of packaging's major markets and the versatility of the alufoil sector were demonstrated through a series of truly technical innovations by the seven winners of an Alufoil Trophy 2009.



Head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, said: "My greatest impression is the energy and versatility of the alufoil packaging sector. Not only has the sector demonstrated its hunger to create real innovations, it has done so with an understanding of the need to provide ever more consumer convenience."

The winners provided technically innovative solutions to challenges for dairy, soft drinks, healthcare and pharma markets and featured pouches, stickpacks, dispensing mechanisms, material structures, and lidding materials.

"A particular feature of the Alufoil Trophy winners was the entrants' ability to work with partners and the combinations of materials used for many entries. However, in the future it would be good to see retailers' further integrated in to the solutions," added Hilka Bergmann.

### About the winners

**Alcan Packaging Food Europe** won an Alufoil Trophy for an innovative perforated stickpack, used for Bistrozucker's Energy Pod, which provides controlled carbonation - consumers simply pour the contents into a glass, add water and stir to create a 250ml drink. The pod features Alcan Packaging Singen's springback foil development, which allows the pack to regain its shape after filling. 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



**Alcan Packaging** and the **IMPRESS Centre de Recherche de Crosmières** won for the first commercial application of a new opening system able to withstand the continuous retort process. Used by Bonduelle for canned vegetables, the innovative system features the Alufix® continuous retort process without over pressure and the Impress Easip® peelable easy-open can end. The end consists of an aluminium membrane heat sealed onto a metal ring. The ring is then double seamed onto a food can using standard seaming technology.

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 extends the 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.





**Huhtamaki Ronsberg** and **Aisapack Vouvry** won for their joint development of the Aisacan®, the latest innovation utilising Cyclero technology. In its first commercial application the ‘flexible bottle’ is being used for an Iron Sports Drink from 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.

The EasyFoil Pouch won an Alufoil Trophy for **Lablabo** which is using the concept for its Airless Metering Dispensers for high viscose or high alcohol cosmetic creams and pharmaceutical products. A major advantage of the pouch is the protection of the product against Oxygen and UV light, while the viscosity of the product has no negative effect on the ability of the pump to dispense precise dosages each time it is actuated - even when held upside down. The EasyFoil pouch consists of an aluminium multilayer film rolled and welded around a plastic superior ring and an inferior cup.



Drinklid, from **Teich AG (part of Constantia Flexibles Group)** which features an innovative co-extruded double layer film with laser perforation, was awarded an Alufoil Trophy 2009 for its use on milkshake drink cups from Tine, of Norway. When a consumer removes the soft-peel alufoil layer a precisely positioned laser cut drink opening is exposed in the coextruded PP film layer. The laser technology allows 2D shapes to be cut to a defined depth without contact or pressure, to provide a soft and tactile opening and creating a convenient pack suitable for ‘on the go’ markets.



**Teich AG (part of the Constantia Flexibles Group)** won for an ingenious lidding film featuring partial lamination using an anti-counterfeiting alufoil layer. It is being used by Abbott Laboratories for medical lidding on its plastic trays of HUMIRA pre-filled syringes. The development features a security foil layer and a paper layer; partial lamination between the layers provides proof of tampering. The adhesive between the two substrates is not applied to the entire contact surface between the materials and this means that, depending on the “design” in which the adhesive is applied, the overall bond strength between the substrates can be reduced in selected areas.



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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