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Alufoil Trophy 2010: Foil provides shining light for Orion

Creating a fashion component for bicycle mudguards that every hobby cyclist will want won the judges accolades in the Design + Marketing category of the Alufoil Trophy 2010.

Developed for Orion, an Italian manufacturer of bicycle parts, Carcano Antonio's alufoil print technology was described as "a true delight" by head judge Terry Robins, technical and retail packaging consultant, and former technical and packaging innovations manager for Sainsbury.

Featuring high quality graphic design and print, the potential provided by the bright and metallic surface of alufoil give the mudguards excellent appeal at point-of-sale. The picture right shows the mudguard printed in 4-colour rotogravure. The alufoil can also be embossed to provide a range of customised patterns including flowers, cubes, squares, and bubbles.



The development ably demonstrates how alufoil can be successful combined with other materials, in this case plastic, and its potential to create a variety of interesting applications across numerous market segments.

The thermal conductivity and its resistance to high temperatures makes alufoil an ideal material for the process used to produce the Orion mudguards. It acts as a support for the molten plastic during the extrusion process and during cooling, when the plastic solidifies and gives shape to the mudguard.

"The high quality graphic design and printing make the Orion mudguards a really attractive fashion statement negating the need to add decorative stickers," said Robins. He added that the concept provided a great opportunity for add on matching products such as saddles and saddle bags.

Carcano Antonio's Michela Speziani - Marketing Manager and Graphic Designer said, ""Winning an Alufoil Trophy proves that cultivating an effective partnership with customers can lead to strategic and successful solutions enabling product differentiation and personalisation. The graphic potential as well as the bright surface and metallic sheen of aluminium foil give excellent visibility to the product at the point of sale."

Alufoil Trophy 2010, organised by the European Aluminium Foil Association, was split into five categories for the first time in 2010 - Consumer Convenience, Design + Marketing, Product

Preservation, Resource Efficiency, and Technical Innovation. The new format attracted 64 entries with 13 winners, and was heralded a great success by judges and the alufoil sector.

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

Further information:

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