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Alufoil Trophy 2010: Eye catcher is the tops for Philadelphia

Teich, member of **Constantia Flexibles** won an Alufoil Trophy 2010 in the **Technical Innovation** category for its partial embossed Oval Philly Lid, used by Kraft Foods for its Philadelphia cream cheese. Judges were impressed by the embossing technology which has been developed to create a striking new lid.

The brand enhancing packaging development was part of Kraft Foods marketing decision to use oval packs in place of the original rectangular design. The eye-catching lid features a punching process which guarantees consistent positioning of the embossing design in register. The eye mark which is needed to control the register is applied by an innovative development of the production process which saves the brand owner cost.



The lid, which is manufactured from 38µm soft tempered, heat sealable alufoil, features an un-embossed sealing rim to give optimum sealing and peeling characteristics. Head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury, said: “While embossing of alufoil is not new, the quality of the partial-embossing on this pack is so good that the Philadelphia brand is greatly enhanced by the technology.”

Christoph Witzke, Constantia Flexibles’ Key Account Manager for Kraft Foods said: “Winning the Alufoil Trophy 2010 is recognition of Constantia Flexibles’ continual development in process as well as product innovation aimed at producing real benefits to our customers.”

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:

Guido Aufdemkamp
Director Communication
European Aluminium Foil Association
Am Bonneshof 5
D - 40474 Düsseldorf

Tel: +49 (0)211 47 96 168
Fax: +49 (0)211 47 96 25 191
enquiries@alufoil.org
www.alufoil.org