

*March 2010*

## **Alufoil Trophy 2010: Ice Cream Solution - Ingenious in the Extreme**

**Consumer Convenience** category winner in the Alufoil Trophy 2010 **Huhtamaki Ronsberg** impressed the judges with its triangular Laser-Perforated Ice Cream Cone Sleeves for Nestlé Extreme.

Sleeves are manufactured from an alufoil/paper laminate that features a predetermined breaking point on the inner paper level. The concept was described as “simply ingenious” by head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury.

Excellent use is made of alufoil’s unique reflective properties for the laser perforating process. The only packaging material that provides this reflective facility, the alufoil layer of the laminate remains intact to ensure that barrier protection against humidity and other external impacts is not affected.

The laser perforation allows the consumer to split the sleeve both easily and in an absolutely straight motion.

Robins was particularly impressed with the special laser cutting technology asking, “How many times have we struggled to remove part of the packaging on an ice cream cone? The great thing is that enough of the sleeve is left around the base of the cone to keep your hands ice-cream free.”

“Convenience and innovative new features, even when introduced as part of a traditional product, are in high demand by consumers. Being awarded an Alufoil Trophy 2010 by a highly professional, independent jury of experts is proof that we are meeting the needs of a dynamic, fast developing market,” says Gerhard A. Hartmann, Marketing Director, Huhtamaki Flexibles Europe.

**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](http://www.alufoil.org).*

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