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Alufoil Trophy 2010: Easy Peel Development Impresses Judges

Impress Metal Packaging won an Alufoil Trophy 2010 for **Overall Excellence** and the extension of its Easy Peel® lid concept to produce the first 153mm can end on the market.

To be introduced during 2010, Easy Peel® 153 was developed to replace open top ends for this size of steel can, and offers a modern, lightweight, fashionable and convenient end for round microwaveable trays and other containers. Its reduced peel force is a major boon for brand owners and consumers.

The ring with a whole easy peel lid is manufactured from alufoil, supplied by Amcor Flexibles. The lid is heat sealed to the inner parts of the Easy Peel® ring and both the PP layers of the alufoil laminate and the ring melt and merge while cooling to give a 100% barrier against oxygen and light.



Featuring the excellent printability for which Easy Peel® is well known, the 153mm end is adept at providing excellent brand accentuation, while embossing can be used to add additional impact to the finished product.

Easy Peel® is also 50% lighter than standard ends playing an important role in resource efficiency saving raw material resources and transportation. It can be used for ambient and chilled ready meals, vegetables, soups and stews, pasta.

“This is an excellent extension of the Easy Peel® range and provides a lightweight and convenient option for brand owners, retailers and the consumer,” said head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury.

“Impress is extremely happy to have won an Alufoil Trophy 2010, judged by such a high-level jury. Winning is a clear sign that our efforts to improve the attractiveness of metal packaging are on the right track and encourages us to continue to create value for Impress, our customers and the final consumer. It also sends out the message that Easy Peel® can provide both differentiation and ease of use for customers and is a personal reward for all those involved in developing and making this product,” Philippe Gimenez, research & development director, Impress Metal Packaging.

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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