

March 2010

Alufoil Trophy 2010: **Technical Innovation** Creates New Surgical Aid

A demanding new application for alufoil used by surgeons to create a sterile template in cartilage regeneration surgery wowed judges of the Alufoil Trophy 2010.

Amcor Flexibles Kreuzlingen won a Trophy in the **Technical Innovation** category for the use of alufoil to produce the template for Geistlich Pharma's Chondro Gide® (AMIC – Surgical Technique). Head judge Terry Robins, retail and technical consultant, and former technical and packaging innovations manager, Sainsbury, said: "This innovative idea should be a boon in surgical techniques."

Geistlich's Chondro Gide® is an innovative, biological cartilage regeneration method that puts high demands on hygiene and the alufoil-based template is used for its special mechanical and hygiene characteristics. These allow gamma radiation and provide the best characteristics for the imprint technology used as part technique by surgeons to take an exact footprint of the cartilage defect.



A major innovation for Amcor Flexibles Kreuzlingen is that the template forms part of the product. The surgery package from Geistlich Pharma includes the individually wrapped template with which the surgeon can take an impression of the damaged cartilage and cut the replacement to match appropriately.

The PE-coated alufoil meets the high demands for hygiene in the manufacturing process including microbiological testing.

"We are well-known for our packaging solutions for the pharmaceutical industry", says Simone Hermann, Product Development, Amcor Flexibles Kreuzlingen.

"The award of the Alufoil Trophy 2010 for this product validates our efforts to create new, innovative applications for aluminium foil in the areas of biomaterials and medical products. We are delighted to receive such positive support for our customers, as was the case with Geistlich – their success is our success."

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