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## Alufoil Trophy 2010: **Lightweight Micro-Rib - a resource efficiency winner**

The Alufoil Trophy's **Resource Efficiency** category proved a winner for the Micro-Rib® alufoil food tray from **Nicholl Food Packaging**, which was applauded by the judges for its lightweight attributes and the use of new alloy technology.

Head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury, praised the developments as "attractive, resource efficient, and consumer friendly".

Developed in-house, Micro-Rib® is an attractive lightweight ribbed tray using innovative new patented alloy technology and tool design for which typical applications are ready to cook meat, poultry, and fish, roast potatoes, bbq meats with marinades, roast summer and winter vegetables.



Key attributes of the Micro-Rib lightweight tray are that it gives the appearance of a smooth wall tray with a minimum 12% material reduction while the trays are also 7% lighter than the lowest weight competitor. The special tool design produces a high-performance solution with the aesthetic appearance of a 'standard' alufoil container with no acute-angled corners; and a smooth flange area to provide good heat seal integrity.

Custom-designed rib technology provides added rigidity, while there is no impact on capacity compared with the standard market tray, and strength and integrity is maintained to ensure efficient production line performance.

"Winning a coveted Alufoil Trophy is testament to Nicholl Food Packaging's vision and determination in developing a tray that not only benefits the end user but also addresses the 'green' issues that are such a key aspect of today's 'packaging environment'," said Shawn Roberts, Group Market Development and Innovation Manager.

**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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