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Alufoil Trophy 2010: **Wines & Spirits markets take shape**

ALUTIN, a new material for wine and champagne caps produced using an innovative alufoil-based poly laminate material, won **Ancor Flexible Sélestat** an Alufoil Trophy 2010 for **Overall Excellence**.

Providing good formability and a smooth finish, ALUTIN is less costly than traditional 'tin' and can be used for complicated bottle necks without creating wrinkles opening up new markets for poly laminate caps in markets for special bottle shapes across spirits, wines and champagne.



Head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury, said: "The improved formability provides a smooth finish that is normally only available in more expensive tin items, opening up interesting markets for alufoil-based caps."

ALUTIN is based on two aluminium layers which are extruded together with a mix of different polyolefins. The use of dedicated alloys combined with an adapted polyolefin layer gives the caps a soft touch, while the ability to create a selection of colours and print adds shelf appeal. It also utilises an efficient spin down process that means less waste is produced when applied to bottles.

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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.

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