

March 2010

Alufoil Trophy 2010: Test and Go Technology is a winner

Alufoil's unique protective qualities were used by Amcor Flexibles Singen, which won an Alufoil Trophy 2010 in the Product Preservation category, for its part in the development of a blood glucose monitoring system - the Roche Accu-Chek Mobile.

The only blood glucose meter using "Test & Go Technology", this strip free system provides 50 tests on a continuous tape. A highly water vapour sensitive and demanding application, the alufoil is an essential part of both the cassette and the seal for the tray in which it is packed.

Accu-Chek's mobile blood diagnostic device utilises a water-sensitive test tape, which is sealed into the cassette by a PP-coated alufoil strip. This needed to provide a total barrier to water vapour and give sufficient mechanical stability to be part of the tightening gasket system.



Internally, the tricky part was protecting the 50 very vapour sensitive blood glucose tests. The inserted thermoplastic elastomer (TPE) gasket system developed for the tape tests employs an alufoil strip which is sealed on three sides to the PP cabinet; the alufoil is also sealed to the TPE leaving enough space for the tape to exit the gasket/housing between the TPE insert and the alufoil.

Another essential aspect was to provide the correct peel force on opening the outer package.

Head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury said, "This is an extremely clever technical solution for a demanding product."

The same foil was used both externally and internally the only difference being that the external film is designed to accommodate UV-flexo print made possible by the dedicated outside lacquer of the alufoil. Colours are specified by Roche for brand recognition (see lower picture on the right).

"This award encourages us to further intensify our close collaboration with the pharmaceutical industry for joint developments of sustainable packaging solutions. On one hand our aim is to produce packaging which safely protects sensitive filled goods from exterior impacts and, on the other, is easy and convenient to handle by end users. Accu-Chek complies with both requirements," explained Dr. Oliver Brandl who has supported the packaging development at Amcor Flexibles.

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