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Alufoil Trophy 2010: **Creating a case for logistic intelligence**

Developed to create logistic advantages **Wipf** was awarded an Alufoil Trophy 2010 in the **Resource Efficiency** category for its cleverly designed easy-open and sterilisable 100g cat food pouch for Xirah Swiss Premium from Migros.

Introduced in January 2010, the alufoil-based retortable and geometrically optimised stand-up pouch features narrower seal seams which enable better distribution of the product throughout the pouch. The development has led to 24 packs being placed in the newly designed outer display tray compared with the original 22.



“Wipf’s successful packaging optimisation for Xirah proves how the intelligent use of new techniques can lead to real benefits in resource efficiency,” stated head judge Terry Robins, retail and technical packaging consultant, and a former technical and packaging innovation manager for Sainsbury.

The new pack creates a wealth of resource efficiencies including transport costs; storage both in the warehouse and back of house at retail outlets, as well as on the supermarket shelf.

Wet pet food is sterilised after filling and requires a sophisticated packaging material and the PET/ALU/cPP 3-ply composite was developed to withstand the stresses involved in the sterilisation process. Wipf converts the composite into finished stand-up pouches that are then filled on Migros supplier Herbert Ospelt Anstalt’s rotary line before being sealed and sterilised.

Karin Weidmann, Wipf’s Marketing Manager, said, “Winning an Alufoil Trophy underlines our goal to continuously refine our commitment to climate protection. It was for this reason we developed the pouch geometry to achieve logistic advantages for our customer.”

The pouches are printed 10-colour gravure and partially-coated with a matt lacquer. Robins was also impressed by the attractive matt appearance developed to withstand the retort process. This he said was not common with a matt finish and added significantly to on-shelf appeal.

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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