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Alufoil Trophy 2010: **Smooth, shaped and lightweight**

The Alufoil Trophy's **Resource Efficiency** category proved a winner for alufoil containers with **i2r Packaging Solutions** being praised for their lightweight and shaped tray concept for Marks & Spencer's Oakham Chickens.

Head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury, praised the development as "resource efficient with enhanced strength for ease of use in the kitchen and on the retail shelf".

The light weighted smooth-wall trays have reduced the amount of aluminium required by as much as 20%, while the trays remain strong enough to hold a whole chicken. Based on annual quantities used by Marks & Spencer this represents the potential to deliver a reduction of 40 tonnes of aluminium packaging in the first year. The aluminium recycling logo is embossed on the base of each tray



Previously significantly thicker alufoil was used to meet the packer's, retailer's and consumer's needs for strength, while trays were not ideally matched to the product size and shape. So the start point was to design a tray that fitted the chicken and not the other way around.

Oakham's whole chickens are ready to roast and come in three intelligently designed tray sizes for different weights. The shape of the trays enhances the product through improved oven cooking conditions; provides a strong and stable tray when handled hot by the end consumer; minimises damage in transit; adds to on-shelf appeal; and most importantly saves resources.

Jon West, i2r's Commercial Development Director said: "Winning this award is not only a fantastic endorsement of our work but recognition by our peers in the industry of our innovative approach. Our design capability and partnership relationship with our customers has been acknowledged with this award – but for all of us at i2r, this achievement represents a great boost to morale for our hard working and dedicated team."

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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