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## **Alufoil Trophy 2012: New laminate puts the squeeze on material use**

A new laminate for the production of tubes across a wide range of products has won an Alufoil Trophy 2012 in the category of Resource Efficiency. R-Laminate, from Huhtamaki Ronsberg, can reduce material use by up to 50 per cent, it is claimed.

“Aluminium foil continues to play a leading role in sustainability solutions for packaging and this product shows clearly how the industry is responding to the need to conserve valuable resources, yet still give the customer both ecological and economic advantages without loss of quality,” observed Antoinette Devine, global packaging consultant for SABMiller and head of the judging panel for Alufoil Trophy 2012.

Compared with a standard laminate the R-laminate reduces the thickness and weight of the material between 25 and 45 per cent without affecting the look or feel of the product says Huhtamaki.

Whereas the first tube laminates were 330 micron in diameter, modern laminates have a thickness between 250 and 300 micron. But R-laminate allows a reduction to between 160 and 185 micron for a toothpaste application and from 500 (extruded) or 400 (laminate) to 225 micron for tubes containing cosmetic products.



“We have developed R-laminate in close co-operation with our customers. We spotted the demand for resource efficiency early and worked with them to develop a sustainable product innovation,” said Huhtamaki global sales director tube laminates Detlev Schulz. “Being awarded an Alufoil Trophy is a fantastic motivation to continue our route in developing sustainable products and supply our customers with ecological solutions.”

Other advantages have been identified. In production terms the thinner laminate means significantly more tubes can be produced from a single roll, saving both material and transport costs. While the smoother surface of R-Laminate enables better printing and enables it to be finished with many different printing techniques, including embossing. Also it has better transparency and improves silver gloss, according to the company.

Environmentally the use of laminate of 185 micron rather than 250 micron means a saving of 20 per cent in CO2 emissions according to assessments undertaken by Huhtamaki in accordance with standards ISO 14040 and 14044.

**The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also award Overall Excellence. For 2012 there were 13 winners from 52 entries.**

**High resolution pictures can be downloaded and all winning entries can be viewed at [www.alufoil.org](http://www.alufoil.org)**

### **Further information:**

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*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*