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European Aluminium Foil Association e.V.

Winner of an Alufoil Trophy 2013 www.alufoil.org

Press Release

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Alufoil Trophy 2013:
Coffee liqueur capsule offers luxury with convenience

A new application and eye-catching design for single serve capsules from **Constantia Flexibles**, **Cafétique** coffee liqueur, in the opinion of the Alufoil Trophy 2013 judges merited an award in the Marketing + Design category for its originality and luxury presentation.

Professor Dr. Markus Prem, principal of the Department of Food Packaging Technology at the University of Applied Sciences Kempten, who chaired the judging panel, explained, "The Cafétique capsule ticks all the boxes for this category: it is well printed with good graphics; is ergonomically pleasing to touch and handle; is excellently presented for shelf appeal; differentiates the product from other ordinary coffee capsules and most certainly meets the needs of all sections of the market, from the filler to the consumer."

Made for Koninklijke De Kuyper the capsule provides a 30ml serving in a variety of flavours and come in a high quality presentation box to reinforce the luxury image. It is mainly aimed at the European market and is believed to be the first convenience coffee product of its kind to offer an alcohol content. The barrier properties of the aluminium capsules and lids ensures the flavour is maintained throughout the shelf life of the product and, as is preserved by the primary packaging, there is no need for barriers in the outer pack, which can focus 100% on marketing, design and other factors.

"Winning this award is important to our business as it is rewarding our activities to create modern alufoil based packaging solutions," said Stefan Schmid, product manager at Constantia Flexibles. "This product particularly addresses innovative design and marketing, as well as the convenience needs of consumers and incorporates the latest conversion technology. We think we have created an interesting 'beverage-capsule' for this dynamically developing market. Constantia Flexibles is very much focused on innovations which concentrate on the requirements of both today's and tomorrow's society. This product is a perfect example for that!" he added.

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 gave Discretionary Awards. For 2013 there were 12 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

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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 aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.