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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:
Peelable pouch for dry soups takes all round honours

Claimed as the first peelable, bottom gusseted pouch, the 'Feinschmecker-pouch', made by Constantia Flexibles for Unilever's Knorr dry soup range, has scooped a judges' discretionary award for excellence across several of the competition's categories. The pouch scored highly for Technical Innovation, Consumer Convenience and Marketing + Design to make it stand out as an innovative use of alufoil and worthy of an Alufoil Trophy.

Speaking for the judges, the chairman, Professor Dr. Markus Prem, principal at the Department of Food Packaging Technology at the University of Applied Sciences Kempten observed, "We all considered this pack to be outstanding from almost every perspective. It is a good solution, made and decorated to a very high standard and quality, which clearly defines it from similar products. This has been achieved with a three layer lamination, not the normal four."

The 'Feinschmecker-pouch' offers a new format in dry food applications, according to Constantia. Due to the combination of two flaps and easy peel opening the consumer can open the pouch in a very convenient way without the need of additional equipment such as scissors or a knife. Additionally the opening offers the end user a clear look into the pouch and its contents.

Further, as the pack does not get split into two pieces when opening – as with most standard soup pouches - the branding remains intact and guarantees the full readability of the food preparation instructions, content description, shelf life dates and other information. The pack can also be disposed of more conveniently in one piece.

"We are delighted that 'Feinschmecker-pouch', the first dry soup pouch to be peelable, has been recognised in so many categories to win an Alufoil Trophy 2013 discretionary award. The overall design was formulated in close co-operation with Unilever who also re-constituted and improved the ingredients to include pieces as well as new powder-technology, to take full advantage of this new concept," explained Marion Bichler, key account management, business unit food, Constantia Flexibles.

The three layer laminate is constructed from reverse-printed PET/alu/peelable LDPE and retains the full barrier and machinability functionality of the four layer material used by conventional pouches.

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.

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