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Alufoil Trophy 2013:

FOIL enters new areas of conceptual design and use

Awarding an Alufoil Trophy 2013 in the Marketing + Design category, judges recognised the very original concept and application which designer Tiziana Lorenzelli and converter **Carcano Antonio** had created from alufoil material.

FOIL, they say, is a multi-use object created by laminating two varnished 80 micron lacquered sheets with a polyethylene film and embossing one side. The resulting 'extremely flexible material' can be shaped into a vase or similar container for flowers or Ikebana. The shape depends upon the imagination and skill of the consumer and can be altered to accommodate different flowers or displays.



Head judge, Professor Dr. Markus Prem, principle of the Department of Food Packaging Technology at the University of Applied Sciences Kempten, observed, "This was a real eye opener and caused much debate among the panel. In the end we all agreed that the product expands the horizons for alufoil and changes the way we view the product entirely. Not only is it a most creative and stylish concept, most importantly we could not think of any other material which could be used for this idea."

"Thanks to the versatility of aluminium foil the designers could give free play to their creativity - producing innovative and successful ideas." confirmed Michela Speziani, marketing specialist at Carcano.

The FOIL material is made by a complex engineering process, says the company, to form delicate and thin alufoil into mirrored and decorated sheets. These are laminated and glued using technologies which do not damage the embossing and, to increase protection, varnish is applied.

The designer undertook research of various gauges of alufoil, as well as the surface finish and laminating processes, to ensure the right look and feel as well as optimum flexibility and rigidity were achieved.

According to Ms Lorenzelli, "In the hands of the customer a simple square of FOIL (the name was chosen for its simplicity and accuracy) can become a myriad of different objects. The product is also conceived to be sustainable, recyclable and reusable. It can be re-invented into different shapes and objects many times."

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

Further information:

Guido Aufdemkamp, Director Communication

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.

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