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Alufoil Trophy 2013:

New design for cream cheese pack improves performance

A preformed, aluminium foil based coquille manufactured by **Constantia Flexibles/Hueck**, for hot filling of Kraft's **Philadelphia classico/light** cream cheese, has been recognised as a major advance in the packaging of this difficult product with the award of an Alufoil Trophy for Technical Innovation.

Head judge, Professor Dr. Markus Prem, principal at the Department of Food Packaging Technology at the University of Applied Sciences Kempten explained the judges' decision, "Technically this pack has been 'engineered' to perform at an optimum level. Hot products are notoriously difficult to fill into non-rigid containers. But the demands of the brand owner and the consumer have been met here in a very innovative way to produce a good looking and highly effective pack."



The coquille or 'Philly Brick' is formed to a rectangle shape, using a machine specially designed by Alpma. Once the hot cream cheese is added the pack is heat-sealed in both the machine travel direction and cross direction. Sealed flaps are folded towards the reverse side. Easy opening is achieved by pulling tabs on the longitudinal seal.

Constantia says the alu9µm/oPP20µm/alu9µm/ heat seal varnish laminate has very good foldable characteristics, is stable enough for filling, is tear-resistant and can be rotogravure printed and embossed. The design means the pack is completely sealed, allowing the alufoil to improve the overall barrier performance.

According to information from Kraft oxidation of the fat decreased 50%; intake of smell or reaction to smell (for example an onion in a refrigerator) decreased more than 70%; potentially the shelf life of the product could increase from 90 days to 120 days.

"We are very proud to be the winner of the Alufoil Trophy in the Technical Innovation category, as this is a clear proof of the high innovative strength of Constantia Hueck Folien. With 'Philly Brick Foil' we have created a packaging, which fulfils the particular quality standards of Kraft as well as their demands for easy opening and improved product protection", said Andreas Eger, technical product manager, Dairy & Food, Constantia Hueck Folien.

Alpma Maschinenbau developed a state-of-the-art machine to undertake the complex filling and folding process required.

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.