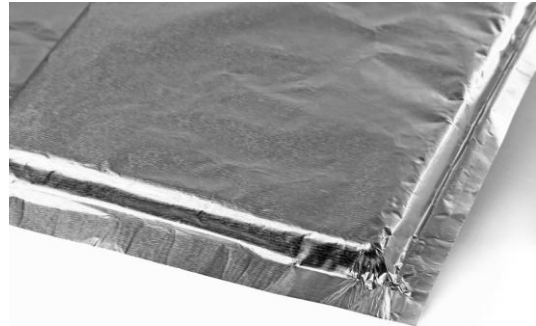


March 2013

Alufoil Trophy 2013: Perfect performance from new flow pack material

A new flow pack material, an alternative to film-based flow wrap, with improved barrier functionality, has won an Alufoil Trophy for Product Preservation for its creator **Constantia Flexibles**. The **HiPer Wrap**, it says, can run at up to 400 units per minute, thus meeting the production requirements of confectionery manufactures, while offering the advantages of an alufoil pack.



Professor Dr. Markus Prem, principal of the Department of Food Packaging Technology at the University of Applied Sciences Kempten, who led the judges, commented, “HiPer Wrap offers alufoil an opportunity to re-enter this market segment after some years when it was not always the first choice for some confectionery products. Not only does it meet the requirements of high speed wrapping, there are potential energy savings through lower seal temperatures, as well as the improved product protection.”

HiPer Wrap is a coextruded aluminium foil comprising primer/alu10µm/CoexPE15gm. It can be used on a standard folding machine instead of heat seal lacquered tablet foil, but can also operate at high speed on a flow wrapping machine where, until now, only film applications have been possible. If the customer needs a special silver effect or the absolute barrier properties of aluminium foil it is the perfect alternative to film material, says the company, as well as offering various embossing possibilities.

Peter Stieböck key account/business development manager for Constantia Flexibles, speaking of the award, said, “HiPer Wrap is possibly Constantia Flexibles most challenging innovation and a flagship project for the dairy and chocolate markets. Beside product preservation it contains several additional value factors which we believe make it a truly cost effective alternative to film.”

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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:

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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.