

March 2013

Alufoil Trophy 2013: Lidding products share award for down gauging with improved performance

A rare shared award in the **Resource Efficiency** category was given by the judges to lidding foils that give better material consumption as well as performance benefits. Huhtamaki Flexible Packaging Europe won the Alufoil Trophy for its **Foil Pillow Lid®**, sharing it with Constantia Flexibles' **Die Cut Lid 2020**.

Foil Pillow Lid® offers improved tear resistance, outstanding stamping characteristics, along with 100% sealing resistance, while maintaining maximum barrier properties, and using less foil, says Huhtamaki. Die Cut Lid 2020 is a co-extrusion coated lid composed of a thin aluminium layer of 20 micron and a proprietary Constantia co-extrusion coating.

Professor Dr. Markus Prem, head of the Department of Food Packaging Technology at the University of Applied Sciences Kempten, who led the judges, observed, "These lids have achieved great material savings yet have retained high levels of performance and versatility. We felt unable to separate them, both in terms of achieving the requirements of the category and for reducing the lid material in two different ways, which they did splendidly."

By embedding a polymer cushion between two thin aluminium foils, Huhtamaki created a 'symmetrical structure' offering outstanding flatness. The resulting higher elasticity of the polymer cushion allows Foil Pillow Lid® to be ultra-flexible compared to rigid aluminium foil, enabling it to compensate better for any unevenness during the sealing process, without loss of machinability.

The partial substitution of the aluminium helps to make energy savings during production, due to lower sealing temperatures. Additional consumer benefits, according to Huhtamaki, include improved tear resistance and easy opening with easy peel. Typical applications include margarine and yoghurt pots as well as foil lids for drinks bottles and a wide range of cosmetic products

Die Cut Lid 2020 is sealable against PP-cups and is available embossed or unembossed. Constantia claim to be first packaging company to introduce successfully a die cut product using only 20 micron foil. It can be used for most Dairy or other food packed in standard PP-cups.

It retains excellent mechanical properties, such as rigidity and flatness as well as physical properties (thermal transfer) and barrier properties, says Constantia. The proprietary co-ex



coating guarantees a tight and peelable opening with a very wide sealing window. In addition the corrosion resistance properties are extremely high - making it suitable for long shelf life or aggressive goods.

Commenting on the award Gerhard A Hartmann, marketing director, flexible packaging Europe for Huhtamaki said, "Winning the Alufoil Trophy is important as it confirms that our ideas and innovations are in line with the consumer market requirements."

Peter Stieböck, key account/business development manager for Constantia Flexibles added, "Constantia Flexibles is pleased to hear that its latest innovation break through has been recognised by the Alufoil Trophy judges. To reach this point of material reduction - in pace with today's resource efficiency requirements for final industrial applications - a strong product management team together with a focused R&D approach, combined with decades of experience in world markets, is essential."

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.