

**March 2013**

## **Alufoil Trophy 2013:**

### **Rescuing damaged mobile phones and cameras with alufoil**

A novel pack, which is capable of regenerating mobiles phones or other electronic devices which have been damaged by immersion in water or other aqueous liquids caught the judges' attention in this year's Alufoil Trophy. Using their discretion to make an award to an innovative product or application which falls outside the normal parameters of the competition criteria, Protective Packaging were awarded a Trophy for **Rescuetec**.

"The credentials for alufoil to act as an effective barrier to moisture ingress is well established" explained judge's chairman, Professor Dr. Markus Prem, head of the Department of Food Packaging Technology at the University of Applied Sciences Kempten, "But to use the material to keep the moisture in while another product does its job of repair is a clear case of 'thinking outside the box' and, on a practical level, capable of taking alufoil into a different market sector," he added.



Globally each month more than 130,000 phones are damaged by water immersion, says the company. The pack contains an indicator plus a unique desiccant sachet. The desiccant is extremely powerful and extracts every molecule of water from any component which is placed in the pack. The water molecules become part of the structure of the desiccant without any chemical or physical change. The indicator measures the water content in the pack and signals to the customer when the components are bone dry. The device will have been regenerated and can then be re-used.

The foil pouch, which is a PET/Alu/LLDPE laminate, must be heat sealable as during the pack assembly the desiccant sachet and indicator are rapidly inserted through the open end of the pouch and then the pouch is hermetically sealed. The tear notches allow the customer to access the zip lock whereby the phone components are placed in the pack and regeneration begins. The zip lock is sealed during the drying process but allows access to the indicating system to ensure the removal of every water molecule is complete.

Simon Jolly, sales director of Protective Packaging said, "We are thrilled to receive this award once again. The Rescuetec pouch is a great product which relies upon the aluminium layer within the pouch to provide the amazing restorative results. At Protective Packaging we pride ourselves on how we respond to innovative customer needs and we continue to strive to find new applications which benefit from the use of aluminium barrier foil laminates".

The pouch is ideal for point of sale graphics and instructions for use as well as ensuring the product is kept in perfect condition, with a shelf life of two years. Decorating is undertaken by reverse printing on the polyester so that the ink is sandwiched between the PET and alufoil layers to offer a high gloss finish.

**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](http://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.*