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## **Dazzling capsule design brings sparkle to marketing for premium coffee brand**

**Belmoca**, a leading producer of beverages, is packaging its five flavours of premium coffee, as well as a milk portion, in shiny, diamond faceted, aluminium capsules created with **Amtor Flexibles** material. So impressed were the judges that they had no hesitation in awarding it an Alufoil Trophy 2014 in the Marketing & Design category.

The eye-catching design, incorporated onto the shape of the container surface, has helped to distinguish Belmoca as a premium brand in the fast growing market for coffee capsules. They also entirely compliment the company's promotional slogan "Belmoca - a diamond in your cup", helping to underline and differentiate the high product quality.



Dr Mark Caul, technical manager for packaging at Tesco who led the judges for 2014 confirmed the view of his colleagues, "When packaging can really reflect the quality image the manufacturer, and retailer, want to deliver with such a high impact, then it is clearly a great piece of design. Add the message which has been attached to this product and this capsule could not be more effective – a gem of an entry which deserved the award."

The container comprises alufoil 100µm with an outside stove lacquer, which can be produced in various colours, finished with a heat seal lacquer. The lid is made with alufoil 40µm with a colourless stove lacquer which is embossed and finished again with heat seal lacquer.

"Winning an Alufoil Trophy for the Belmoca lidding and capsules material is really important for us as it rewards our continuous focus on innovation to develop solutions for our customers. The single serve coffee market is growing strongly and only through our close cooperation with customers and other suppliers, such as machine manufacturers, we will be able to meet the requirements of ever more discerning consumers, explained Stefano Di Maiolo, sales executive at Amtor Flexibles Europe & Americas.

In addition to the design the alufoil offers a high barrier for aroma protection and allows for optimal storage of these aromas and tastes, guaranteeing the freshness of the product. The diamond faceting also brings additional strength to the capsules, reducing the potential for impact damage.

*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 a Discretionary Award. For 2014 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.*