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Clear case of resource efficiency adds up to award for smooth wall cup

Ecopla, part of the Nicholl Group, made a very clear case for its **CE 137 R EasyTin N/B** smooth wall cup, which stacked up some impressive numbers in savings on material usage, transport and energy costs, compared with standard cups. This, in turn, impressed the Alufoil trophy 2014 judges, who had no reservations in giving it an award for Resource Efficiency.



The 82mm outer diameter x 36.5mm high alufoil cup, which includes lacquering in black and white PET with vynilic lid, is used to pack a range of pastry speciality desserts for a French customer. Ecopla says the new alloy allows a harder temper to be achieved in the annealing process, which helps to maintain rigidity. The result is a material that is 17% thinner and 16% lighter than standard gauge cups, while offering better mechanical characteristics. For example, while alufoil is noted for its characteristic dead-fold property, with EasyTin a small amount of pressure is reversible.

Head of the 2014 judges Dr Mark Caul, technical manager for packaging at Tesco explained the panel's decision, "This was a well presented entry which gave us some clear numbers and gains to be made in terms of saving resources. These are the sort of facts which help those companies considering whether to use a product make a positive decision. They certainly helped the judges. It is also the kind of information consumers can understand when we, as retailers, make the case for how we improve the packaging of our products."

Hervé Hollender, sales manager for Ecopla, speaking of the award, said, "We are delighted to receive an Alufoil Trophy for Resource Efficiency. Ecopla set out to develop a new metal alloy meeting the requirements of gauge reduction while at the same time allowing for minor deformation upon pressure. This award is true recognition of that achievement."

Figures from Ecopla, based on production of 10 million cups, demonstrate that 5.7 tons of material could be saved. In addition the weight of a full truckload is reduced by more than 1,500kg.

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

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.