

April 2014

Five star finish shows off unique print qualities of alufoil

Frith's Flexible Packaging received an Alufoil Trophy for an outstanding decorative print finish on a limited edition cigar humidor made for Integral Logistics. The judges gave the Discretionary award for the **Bugatti** wooden humidor, which incorporates engraved aluminium foil crafted to give a 3D effect on the lid, to create a unique affect and enhance the point of sale appeal.



The bespoke print and embossing process, known as Dufex, allows the company to create a product which is both individual and affordable, it says. Eight micron foil laminated with 35gsm wax to 130gsm paper is initially printed using special inks on a lithographic printer. To emboss the printed material a master engraving of the graphic is hand produced by skilled studio staff, to create the final 3D, almost holographic, effect. Once the alufoil is applied to the humidor box lid it is finished with a high gloss piano lacquer.

Reflecting the unanimous views of the judges Dr Mark Caul, technical manager for packaging at Tesco, who headed the panel, explained, "The process combines both the reflectiveness and malleability of aluminium and demonstrates the unique properties of the material as a decorative medium - enabling it to be used to add value to a wide range of products. We were hugely impressed by the five star print quality of this unusual pack, which could only be achieved with alufoil."

Dufex is a registered process that can be used on both lithographic and label presses, making it available to a wide range of products, allowing producers and retailers to differentiate their products. It has applications in a wide range of markets including point of sale, packaging, security and arts & crafts. Once the master has been produced large-scale production is possible.

On hearing of the award David Watson managing director of Frith's Flexible Packaging said, "We are delighted to receive this award. This specialist use of aluminium combined with the unique 'Dufex' engraving technique demonstrates the diverse applications of aluminium that can be used to both protect and enhance a wide range of packaging products."

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:

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.