

April 2015

Next Generation Aspirin shapes up in new pouch pack

A project led by **Bayer Health Care** with the support of design company **Berndt+Partner Creativity**, has created an entirely new pouch packaging format for a very traditional solid form product, the Aspirin. The pack so impressed the 2015 Alufoil Trophy judges it scooped the Cross-Category Award in this year's competition.



Working with converter Constantia Flexibles and machinery supplier Romaco Pharmatechnik, the group has created a shamrock shaped pouch pack containing four single tablets. The shaping is achieved by a new machine concept while the visible silver surface underlines the product's newness and modernity. The **Next Generation Aspirin** has a new formulation which is more moisture sensitive, says Bayer; so packing it in aluminium foil was essential.

By using a paper-aluminium laminate the pouches can be opened easily. In addition packed tablets can be separated and taken for on the go occasions meeting contemporary consumer needs in the pharmaceutical industry.

Jean-Paul Duquet, global packaging eco design manager of Bel Group, who headed this year's judges, underlined the decision, "This pack scored highly in every category of the competition and we all recognised its potential very quickly. The shape makes a strong impression, its convenience for the consumer and even its ability to make best use of the carton space only enhanced the benefits derived from aluminium foil's barrier properties. And the pouch design also appears to improve material use compared with traditional pack styles for this product."

Guido Schmitz, head of packaging and technology innovation at Bayer Health Care, on hearing of the award said, "Bayer Health Care and Berndt+Partner Creativity are proud to have won the Cross-Category Alufoil Trophy for this new Aspirin pack. Aluminium played an important role during the development of the packaging as the product required high barrier properties. But we wanted it to be more than just a barrier pack"

"With the new shape for this consumer friendly package we believe the novelty and convenience of the Aspirin product is communicated in a positive way. Winning this award underlines that perfectly," confirmed Christoph Waldau, CEO of Berndt+Partner Creativity.

This new generation of Aspirin uses the first shaped pouch for packing a tablet, claims Bayer, a radical development from the traditional blister or squared shaped pouches. The new machine concept changed the working principle of rotating drums into intermittent die cutting, which offers higher flexibility in shaping.

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 an award for cross-category excellence. For 2015 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, Executive Director

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.