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A practical pouch for marinade seals consumer convenience award

Ampac Flexibles's Marinade Pouch, made for client **JANS**, is an innovative, 3-sided seal pouch, with a special zipper solution, in the format 200 x 300mm which has won an Alufoil Trophy for Consumer Convenience in the 2015 competition.

The pouch was designed for consumers who like fresh meat marinated in an organic marinade. Before it was launched in mid 2014 consumers had the choice between ready-marinated meat from the supermarket or butcher, or to create their own marinade at home. Now the consumer can simply place the meat of their choice into the marinade pouch which contains 200ml of sauce and can marinate up to 1kg of fresh meat within 30 minutes.



Head of the judging panel, Jean-Paul Duquet, global packaging eco design manager of Bel Group, commented, "This highly original pack makes a potentially messy process simple yet highly effective in almost any location. Even the way it folds into a format for a POS carton is highly creative and it is super-convenient and easy to use, with plenty of room for instructions and marketing information too."

"This pack is beautifully designed and made, reflecting its quality and clever functionality. Perhaps it was summed up best by one judge who said 'it takes a sauce and makes it look like a luxury bar of chocolate!'" he added.

On learning of the award Stefanie Rennert, sales manager of Ampac Flexibles said, "Winning the Alufoil Trophy is additional recognition of our creative and innovative work to achieve the best, working with our customers".

Joachim Antz, managing director of AMPAC Germany, added: "Every day at Ampac, we strive to revolutionize the packaging market. And we believe this new package does that, as it is consumer friendly and makes life easier."

The front side of the pouch is a three-layer laminate with aluminium foil in the middle and flexo-reverse-printed. The transparent material on the back is a two-layer laminate, flexo-reverse-printed with a high-barrier. The zipper has a membrane with a predetermined breaking point which protects the reclose-profile of the zipper from the product until opening. It has a shelf life of 12 months and is not subject to any cold chain requirements.

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:

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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.