

April 2015

Reclosable TwistPack is easy to open and saves food

A simple but elegant reclosable aluminium foil bag, from **Di Mauro Flexible Packaging** solves the problem of leaks or spills of frozen food from multi-portion bags, while being quick and easy to open and reclose when required. The solution has been recognised in the Consumer Convenience category by the Alufoil Trophy 2015 judges.

The **TwistPack** frozen food bag was developed for a major frozen food brand owner, for products such as 1kg of vegetables. No adhesive or label is needed as the design takes advantage of the dead fold properties of aluminium foil once twisted. Benefits for the consumer are that they can open, then easily reclose the bags, as many times as they want and do not have to look for other closing devices.



Commenting on the decision, head of the judging panel Jean-Paul Duquet, global packaging eco design manager of Bel Group said, "This is such a simple solution it leads one to wonder why it has not been thought of before. It is a perennial problem in the frozen food compartment of everyone's freezer. We were particularly impressed that it uses the characteristics of aluminium foil in a perfect way. It is highly cost effective and simple to use on a variety of size options."

"We felt this was a very appropriate solution for everyday use products and, with more development, could become the 'standard' for packs of this type. It offers the open and reclose function without using any additional material or components – ideal for today's resource efficient world," he concluded.

Matteo De Martino, R&D Manager at Di Mauro remarked, "We are proud to have been awarded with the Alufoil Trophy 2015 for Consumer Convenience. It rewards our efforts in reducing food waste and providing innovative ideas for price-wise packaging."

TwistPack is a laminate of PET 12µm + AL 7µm + PE 50µm. It is rotogravure printed and laminated with solvent-based adhesive. PET and AL layers are pattern-laminated to separate them in the upper part of the bag, leaving an AL/PE complex to twist and keep the fold.

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.