

MEDIA RELEASE



April 2017

Latest aluminium foil chocolate wrap is so appealing

The development of a new aluminium foil wrapper, called **CONSTANTIA Unshredded Wrap**, ends the frustration of so many chocolate lovers trying to peel off the protective layer in little bits. **Constantia Flexibles'** latest innovation so impressed the judges that they rewarded it with an Alufoil Trophy 2017 in the Consumer Convenience category.

The aluminium foil is lacquered with a special 'elastic lacquer' which enables easy unwrapping of small chocolate balls, eggs, seasonal products or even chocolate bars/tablets. The wrapper comes off in one piece with no shredding.



Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, who headed the panel, explained what impress him and his fellow judges, "It is said that simple solutions are the best and this scored the highest marks for its sheer simplicity. But one should not underestimate the elegance of it either. It worked every time we tried the samples and is clearly a real benefit. Just ask anyone who has ended up with fifty tiny bits of foil and sticky fingers."

Constantia Flexibles created a special lacquer which is applied on the foil (outside or inside). The lacquer stretches like an elastic band, preventing the foil from tearing into small pieces during peeling. The lacquer is suitable for food contact and printability is not impaired, it claims.

Daniel Smith, Head of Group Communications, Constantia Flexibles said, "We are very proud to be recognized once again by the prestigious award of an Alufoil Trophy for our CONSTANTIA Unshredded Wrap product. A special thanks goes to our team of in-house experts, who have created this outstanding product that will benefit our confectionery customers and, we hope, make millions of children happy with the easy unwrapping of small seasonal chocolates."

In addition the new wrapping material offers improved puncture resistance and there is potential for down gauging the aluminium foil used currently. Its sealability makes the foil suitable for chocolate bars/tablets – especially for those containing sharp ingredients such as nuts - as well as larger chocolate confectionery items, says the company.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave an award for Application Innovation. For 2017 there were 10 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

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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.