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Container range matches sustainability with all round performance

A new, semi-smoothwall container range, branded as “**Happy Day**” by makers **Contital**, has won an Alufoil Trophy 2017 for Resource Efficiency. The company says its innovation is twofold: manufacturing a round container that is rigid, reusable and recyclable; and adopting a cold moulding process instead of the traditional turning technique.



The containers are produced using a new patented manufacturing process which allows the manufacture of containers with perfectly smooth sides and base, resulting in higher non-stick properties compared to traditional formats. As food does not remain attached to the bottom of the containers there is potential for food waste reduction.

Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, who presided over the judging panel explained the winning features: “This container has something to offer everyone. It benefits the producer through lower processing costs and line efficiencies. The retailer has a strong, lightweight, multi-use range of containers, which look better too, thanks to the smooth wall finish. For the consumer, it offers better cooking properties, maintains full rigidity even when hot, as well as reusability and recyclability.”

Other sustainable advantages come from raw material savings and a reduction of carbon emissions. The cold moulding process used allows the manufacture of containers from lower thicknesses, without losing the rigidity and resistance. This reduces aluminium consumption by about 17kg for every 1000 containers produced, resulting in 15kg of emissions savings.

Ferruccio Milanesi, Marketing Manager, Contital commented on the award, "In Contital we all believe that Research, Innovation and Sustainability are the key to the future of aluminium packaging. So we can manufacture better performing products with optimized resources, lower weight and reduced environmental impact. Winning the Alufoil Trophy with the Happy Day container means we are on the right path and must work even harder to continue to make improvements."

Cold moulding consists of pressing rolled aluminium between a concave and a convex moulding body, which is more advantageous than the traditional ‘metal spinning’ turning process, claims the company. Aluminium can be bare or lacquered with thermo-resistant colour coating.

Before the drawing deformation, the rolled aluminium is chemically degreased and lubricated with food grade oil. So there is no need for additional lubrication and no necessity for later rinsing before disposal. This offers a significant reduction of water waste.

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.

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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.