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## Embossed braille messages now possible on thin alufoil lid

An advanced aluminium foil lid which incorporates braille embossing, has been recognised with an Alufoil Trophy in the Technical Innovation category. The **Braille Embossing Lid** is a development from Austrian company **Gerhard Rauch** and applied by **ConSeal**. The lid has been specifically developed for vision-impaired people, with a system that, in addition, guarantees to industrial manufacturers the easy separation of stacked lids on the line.



“From a technical standpoint it is very challenging to put such embossing on a thin lid, such as this one, so the judges gave it high marks for that,” explained Laura Fernandez, Senior Packaging Technologist at Marks & Spencer, who headed the judges this year. “It is a technology based solution, but also the social responsibility dimension gives it additional kudos. Also we felt this embossing technique may be rolled out for other future uses,” she added.

Through the application of an adjustable, innovative stamp on the punching machine, ConSeal was able to apply the braille reading system onto the aluminium foil lid. Developed for dairy product lidding, these manufacturers of now have the possibility to inform vision-impaired people about details of their products, with variable information for each product in the range.

Alexander Oborny, Managing Director, ConSeal explained, “We are continuously working on alternatives to improve our products, so we are very proud that, with this innovation, we were awarded with the Alufoil Trophy 2019. We hope that our Braille Embossing Lid will bring an easier life to the visually impaired and will be successful in the market.”

An additional advantage is that the investment in this new embossing technology allows the easy separation of lids, therefore avoiding the problem of stacked lids adhering to each other, which can sometimes prevent the machines from picking them up easily.

*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. For the Alufoil Trophy 2019 there were nine winners.*

**High-resolution pictures can be downloaded and all winning entries can be viewed at [trophy.alufoil.org](http://trophy.alufoil.org)**

*The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe. [www.alufoil.org](http://www.alufoil.org)*

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