

Winners help create a vision of the future

— Convenience, safety and resource efficiency

Convenience, safety and resource efficiency are words that could have been designed for the aluminium foil industry, which has been successfully pursuing excellence in these areas over many years, not only to create flourishing markets for its packaging and technical products but also to ensure that future generations benefit from actions that are taken today to create a 'more sustainable' environment tomorrow.

This search for quality by the sector has resulted in many successes thanks to its constant efforts to produce innovative materials and product developments, married to resource efficiency aims.

These themes were much in evidence in entries to the Alufoil Trophy 2011, which produced 13 winners from 66 entries in categories covering Consumer Convenience; Marketing + Design; Product Preservation; Resource Efficiency; and Technical Innovation. Judges were particularly impressed by the work undertaken by entrants to incorporate resource efficiency issues with consumer safety and convenience functions, pages 4-7.

It is no coincidence that the winners encapsulate many of the themes argued in EAFA's thought leadership paper 'More is Less' which states that a holistic approach must be taken to resource



efficiency. 'More is Less' provides a compelling case that packaging has a major role to play in enhancing the overall sustainability of the food chain.

Manufacturers, packagers and consumers need to engage with this argument to produce a society in which intelligent choices are made to ensure that sustainable production and consumption become second nature to all. The report proves beyond any doubt that 'under-packaging' can be dangerous

and has the potential to cause damage when considering the impact of food waste. Alufoil is an all-round contributor to preventing the premature perishing of food through its protective properties.

The topic is being taken up by interpack 2011 at 'Save Food', produced with the Food and Agriculture Organization of the United Nations, to show how the value chain can fight global food waste to generate a more sustainable future. ///

INSIDE

2-3// SUSTAINABILITY - MORE IS LESS

4-7// ALUFOIL TROPHY 2011 - THE WINNERS

8// BBQ TIME

Fun time at the interpack alufoil BBQ Arena

It is going to be hot, hot, hot this May ... The European Aluminium Foil Association invites everyone to celebrate the beginning of summer at two major international BBQ events that will demonstrate just how aluminium foil can be put to good use on barbecues and grills.



The BBQ season will start at interpack 2011, the international packaging show in Düsseldorf 12 to 18 May 2011, where visitors taking a stroll to the specially installed alufoil BBQ Arena will find international barbecue teams grilling a fantastic array of dishes. Not only will visitors be entertained by the spectacular shows, they will also get the chance to enjoy some tasty offerings. Closely following the interpack BBQ is the official World Barbecue Championship in Gronau, Germany (20 to 22 May 2011). *See back page. ///*

More is Less

Holistic approach to food sustainability

— *painting a picture to help create consumer understanding*

The challenge of creating a vision of the future for sustainability across the value chain has been taken up by EAFA in its

comprehensive and far reaching report, *More is Less*. It provides an inclusive argument about why better protection saves food resources and how this can be interpreted to help consumers improve their understanding of the issues.

EAFA is calling for all stakeholders – material, packaging and product manufacturers, brand owners, retailers and communicators, plus the ultimate consumer - to help encourage the development and use of smart packaging options.

This bigger picture approach to packaging and sustainability is reliant on the understanding that there is no such thing as 'sustainable packaging' in absolute terms, rather smart packaging solutions which support sustainable production and consumption. The report asserts that a holistic approach proves that in many instances more effective and efficient packaging means less wastage of resources.



Food waste is an undeniably serious social and environmental problem and its impact is often more serious than many people realise: wasting food means

wasting all the resources that have been used along the supply chain to bring the food product to the end consumer. Unfortunately consumers do not always link packaging and food waste often viewing them as two separate issues. This is because they have been confronted too often with the dangerous and over-simplified myth that to be 'green' packaging should be reduced as much as possible.

— *The trick will be to translate this into a message that consumers will embrace through creating a dynamic and resourceful vision of the future.* —

To do this the value chain must consider the impact of packaging in relation to the resources it protects and emphasise the need for appropriate packaging that delivers protection, preservation and convenience.

Seven out of ten European consumers say that a products ethical status affects their purchasing

Part of the argument for *More is Less* can be found in these startling facts:

- European Commission figures suggest that we waste around 89,000,000 tonnes of food a year in the EU alone
- Europe spends €90bn on food that will never be eaten.
- Food waste is a huge contributor to greenhouse gas emissions with a quarter of Europe's carbon emissions coming from food and drink production.

decisions but shoppers become confused when interrelated issues are discussed out of context. The dilemma for packaging is how to bridge this gap and educate consumers that packaging is part of the overall sustainability equation and that "under-packaging" is potentially damaging in terms of food wastage.



© Tetra Pak

Much attention has been focused on defining 'sustainable packaging' in terms of materials used: how they are sourced, recovered, recycled, and disposed of.

But this is only one part of the picture, if major resource savings are to be made it is essential that smart packaging solutions are developed to ensure the efficient supply of goods, and to minimise spoilage and wastage of valuable food products.

The aluminium foil industry has the technology, knowledge and motivation to help spread this message by unlocking its huge potential as a dynamic innovator of smart solutions that will unlock a more sustainable future.

To find out more visit: www.alufoil.org ///

It's time to think global and act local

The message that alufoil is a net saver of resources worldwide is underlined in another aluminium foil report - 'A Global Moment with Alufoil'.

It uses local stories from all the world's continents to illustrate foil's versatility across numerous sectors and how these can be used to help shape a more sustainable future. The report highlights

how the alufoil industry is providing solutions to help all societies create a capable, responsible and sustainable future: "Thinking globally and acting locally is imperative given the challenges of climate change, depletion of scarce resources and loss of biodiversity." Alufoil's contribution to more sustainable consumption is illustrated through a series of vignettes on usage



in a series of different countries around the world all of which are taking place at one moment in time.
www.global-alufoil.org ///

More is Less



Alufoil the smart packaging choice

— effective solutions for the value chain

Alufoil-based packaging is an effective and intelligent option and has enormous potential to help solve the challenges faced by the supply chain. There is a progressive increase in the use of smart materials and over the years alufoil has demonstrated its ability to support innovation and improvements in application efficiencies, making it an effective and intelligent packaging option for food manufacturers, brand owners and retailers.

Foil has been increasingly instrumental in cutting food waste, thus saving water and reducing greenhouse gas emissions, and should never be underestimated as a smart solution to support sustainable production and consumption. It is not the only solution but its unique properties, including absolute barrier and light weight, facilitate a unique range of applications delivering functionality to meet

changing and increasingly challenging demands. Every packaging application has a purpose and is an integral part of the life of a product. 'More is Less' draws on detailed lifecycle analysis taking into account harvesting and processing, packaging, and transportation to final production and packaging; transport to retailers and households; and consumption in the home.



The impact of packaging in the overall lifecycle of food and drink products is comparatively small as is shown by the example of the greenhouse gas emissions from a cup of coffee made from ground coffee and one made using an individually portion pack or sachet. The illustration first reveals that the biggest greenhouse gas contributor to the finished product is boiling the water, not the production or roasting of the beans themselves.

Greenhouse gas emissions from transportation and packaging are very small and while there is still clearly a need for packaging to develop and continue to evolve, the results demonstrate the need to focus on the impact of the whole product throughout its life cycle.

When portion packs of coffee are considered the share of packaging within the total greenhouse gas emissions increases from 1.5% to 8%, but the overall impact remains about the same. This is explained by the role packaging plays in regulating portion sizes which reduces the impact of coffee consumption by preventing waste. Assuming that 30% of prepared coffee from ground coffee is not consumed (e.g. if coffee is prepared ahead of meetings) and that coffee prepared from single portion packs is consumed the environmental impact of the packaging per cup of coffee increases slightly. But the total impact from the cup of coffee is greatly reduced (see left). www.alufoil.org ///

Waste not, want not

Julian Carroll, managing director of **EUROPEN**, has called on the packaging value chain to pool resources to create consumer understanding that packaging is part of the solution and not part of the problem.

Underlining the messages within 'More is Less' report, he said: "Winners these days are companies that understand that packaging produces measurable improvements in resource efficiency. But this needs to be clearly translated for consumers."

This argument is supported by such bodies as the **Global Packaging Project**, which is working towards creating a common language based on credible scientific information to ensure that packaging is understood in the context of its contribution to resource savings. However, this does not provide the complete answer.

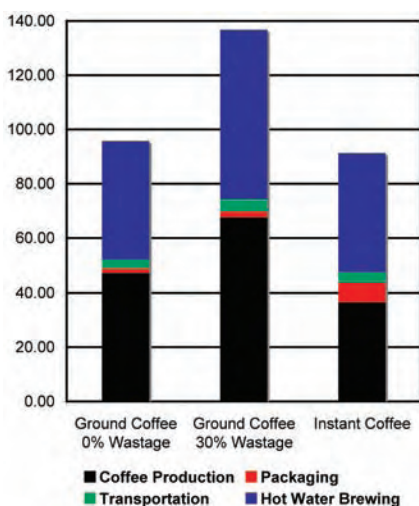


"The message is still not reaching the people it needs to reach and we need to partner with opinion formers to educate consumers," states Julian Carroll.

The stand-out problem is that not enough money is being put into communication by the value chain. To create a credible campaign strategy, individual sectors should link up and pool part of their marketing budgets to convey to consumers the massive contribution packaging makes to saving the loss of valuable food resources.

There are a number of avenues to explore: targeting academics, credible journalists, and public and local authorities. Essentially each link in the supply chain has a role to play. Most particularly brand owners and retailers could do more by including supportive pack facts both on-shelf and on-pack. Problems that must be overcome are "blame-shifting" from one part of the chain to another; "green washing"; and political posturing. ///

Lifecycle greenhouse gas emissions associated with a cup of coffee from a family pack of ground coffee and portioned packs of instant coffee



Alufoil Trophy 2011 - the winners



Pursuit of excellence alive and well

— *Alufoil creates cutting edge products.*

Variety was the key to a fantastic array of product developments entered for the Alufoil Trophy 2011, organised by the European Aluminium Foil Association. "Covering almost every market, entrants offered something for each category and gave the judges plenty to assess making it very difficult to pick the eventual winners," said Head Judge Alan Moffat, Packaging Development Manager, H. J. Heinz R&D.

Open to products which are either made from alufoil or contain alufoil as part of a laminate or structure, the judges ultimately awarded 13 Alufoil Trophies from 66 entries. Designed to cover almost every market for packaging and technical use, categories for the Alufoil Trophy 2011 were: Consumer Convenience; Marketing + Design; Product Preservation; Resource Efficiency; and Technical Innovation. Plus, for 2011, the high standard of entries led the judges to award Trophies for Cross Category Excellence. ///



Judging Line-up

Left to right - foreground: Head Judge Alan Moffat, Packaging Development Manager, H. J. Heinz R&D; Jean-Paul Duquet, Chairman EAFA Communications Group.
Left to right – background: Khosrow Tahmasibi, vice-Chairman EAFA Container Group; Wolfgang Winkels, EAFA Roller Group; and Franz Reiterer, Flexible Packaging Europe.

All-round attributes, all-round benefits /// *Product Preservation*

— *Alufoil's unique preservation properties were shown off to advantage by the three winners, all of which demonstrated the diverse uses to which foil's attributes can be employed to excellent effect.*

Diavy has developed a directly embossed holographic aluminium foil for anti-counterfeiting security. Now in production 'Holo' Aluminium is suitable for anti-counterfeiting applications including blister packs for pharmaceuticals; healthcare; cosmetics; and high value food and drink products which require security of origin.

The unique difference of this new technical advance is that micro-holographic embossing is made directly on to the alufoil and reports the patterns, brands or any other graphic sign which identifies the manufacturer.

This contrasts with existing methods which use a holographic PET film placed on to the foil surface;



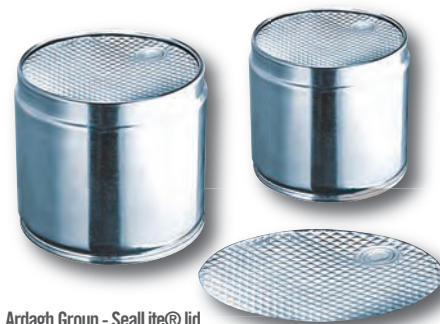
Diavy - 'Holo' Aluminium

this method can lead to scuffing and the holographic surface being removed through rubbing. Diavy's new production process, which is covered by an international patent, generates thousands of micro-incisions directly onto the surface of the foil to create the required image/s from a matrix supplied by the customer; the image can then be reflected by illuminating with a normal light source. It is produced without colours, inks or any printing system believed to be currently available.

"This very interesting technical development also provides interesting design possibilities," commented Alan Moffat. ///

The Seallite® lid from **Ardagh Group** impressed the judges with its preservation and easy open properties. Used for dried food products the novel lid is produced by cutting out a pre-shaped membrane from a coil of laminated alufoil, while at the same time the upper edge and the pin of the shaped can is being heated. The foil lid is then sealed directly onto the necked cans and sent to the customer where they are filled and closed upside down.

When filled and stacked, pressure is applied only on to the outside rounded seam; no force is exerted on the Seallite® membrane. The design of the gas proof lid increases fill volume for the product and



Ardagh Group - Seallite® lid

the inside pressure stabilises the sealed surface. There is no need for a plastic over cap and the round rim of the can ensures safety when opening and handling.

"This technically clever solution works effectively and also creates significant material and weight savings," said Alan Moffat.

The consumer opens the lid by pushing the membrane where indicated and then pulls leaving no alufoil residue inside the can. Opening instructions can be printed or embossed on the lid, and both the Seallite® lid and can are printable in up to 6 colours. ///

Selig also won a Trophy in this category, see *Consumer Convenience* opposite. ///

Alufoil Trophy 2011 - the winners

Simplicity adds real value /// Consumer Convenience

— *Simplicity is often the answer to providing improved consumer convenience and the combination of customer-led product development and packaging provided some outstanding winners.*

A real understanding of ergonomics was demonstrated by **Selig's** winning Lift 'n' Peel™ easy open tab. Manufactured from a twin PET/alufoil structure the induction heat seal provides tamper evidence and is easy for consumers to grip and remove.

The latest version of Lift 'n' Peel™ enhances branding and promotional opportunities through the introduction of 10-colour printing of both the seal's surface and the pull tab, while the underside of the seal can also be printed for special offers, competitions or prize draws. Other benefits include an assurance of freshness for the consumer, while both the product producer and retailer benefit through the elimination of failures.

The tab on Lift 'n' Peel™ is attached across the top of the inner seal allowing the peel-off seal to be removed in one easy movement.

"The simplicity of the device is plain to see and the ease of use means consumers can easily get into the product without having to resort to kitchen utensils or breaking their finger nails. Although not new to the market this 'next generation' seal has benefited from numerous improvements including



Selig - Lift 'n' Peel™

the introduction of a version using PET as part of the structure," explained Alan Moffat.

These features also won Selig an Alufoil Trophy 2011 in the Product Preservation category, see opposite. ///

Bachmann Aluminium's smoothwall 110 micron container sealed with a transparent film and carton-board wraparound sleeve contains a ready to bake

bread mix - "Das Backschälchen from Küchenmeister". "The combination of pack and product has created a concept that is ideal for people who like to cook but do not have the time to start from scratch," said Alan Moffat.

The bread is mixed and baked in the oval alufoil container which allows it not only to be baked at high temperatures but also gives it the appearance of coming straight from the baker. The alufoil container and the tight seal provide a nine month shelf life, while the 4-colour offset printed wraparound sleeve features clear cooking instructions and provides the consumer with a comparison between the bread mix and resulting baked bread. ///



Bachmann Aluminium - "Das Backschälchen from Küchenmeister"

Shining a light on invention /// Marketing + Design

— *Inspired by the need to provide on-shelf appeal through technical know-how and originality, the winners created two exceptional developments.*

Ancor Flexibles Zupthen's Diamond faceted foil container for the premium wet pet food market has 96 shiny facets, which are formed by using a deep draw cold-forming process. The 130 micron thick aluminium base foil provides high rigidity and has an outside protective lacquer. Designed for Arovit, an innovative private label pet food producer, the pet food tray also features an alufoil easy-peel lid.



Ancor Flexibles
Zupthen - Diamond

The high barrier aluminium tray enables long shelf-life and can be sterilised at high temperatures. "The light reflecting diamond shape produces a stand-out, fascinating and eye-catching pack," stated Alan Moffat. ///

Technical expertise from **Rotomac** has created a micro-embossed aluminium foil for household use at a reduced cost, which should allow placement on the mass market. Micro-embossed alufoil has been considered a niche product due to its expense but thanks to Rotomac's ability to combine the rewinding and micro-embossing process, previously two separate functions, both simple and complex embossed foils can be produced bringing them within the financial reach of all foil converters.

Another cost saver is that thanks to the features of the embossed foil, it is possible to reduce the thickness of the foil compared with traditional



Rotomac - micro-embossed aluminium foil

un-embossed foil rolls, with a consequent cost reduction in materials used from the same roll length. "This innovative development should certainly have mass market appeal," said Alan Moffat

Rotomac's new Model 145s G system comprises a mother reel unwinding unit, a rewinding unit and an embossing unit that allows integration and synchronisation with the main machine. ///

Alufoil Trophy 2011 - the winners

Developments of distinction */// Technical Innovation*

— *The pursuit of excellence in this category produced winners from both consumer packaging and technical applications.*

An innovative and convenient two-compartmented all metal pack for the Nestlé Easy Scoop infant formula project was a winner for **Amcor Flexibles** and **Ardagh Group**.

Easy Scoop features a combination of a new Deep Drawn End from Ardagh Group utilising an Alufix® Dry Pro peel-off alufoil membrane from Amcor Flexibles Singen. The pack creates a cavity for a spoon by sealing the bottom of the steel deep drawn end with the alufoil membrane to the inner part of the ring. The end is sealed to the can in the normal way, and the pack is topped by a plastic lid.

The spoon and an information leaflet are placed on top of the Alufix® membrane which features an easy-open tab. After removal of the easy-open tamper evident membrane the spoon is conveniently stored on the inner lip formed above but separate from the formula. This ensures that the



Amcor Flexibles and Ardagh Group.- Nestlé Easy Scoop

consumer has easy access to the spoon and that high levels of hygiene and food safety are maintained.

“The technical concept of the end seal and the many ways in which it can be used offer numerous alternative markets for this interesting development,” explained Alan Moffat

Amcor Flexibles developed a 60 micron peel-off membrane, which is believed to be the thinnest heat sealable aluminium foil on the market, as well as a new sealing lacquer providing a smoother peel of the membrane. The peel force of Alufix® DryPro is some 50% less when compared with traditional ring-pull ends. The packaging solution has outstanding barrier properties thanks to the use of alufoil, which also helps to eliminate the danger of sharp edges when opening. *///*

PPPeel die cut lid technology for dairy drinking products came up trumps for **Constantia Teich**. The die-cut lid features a proprietary co-extrusion coating for sealing on to the cups. The new coating pro-



Constantia Teich - PPPeel

vides significant improvements in the technical performance for liquid yoghurts and other dairy drinks.

Easy-open peelable lidding is proving increasingly popular for on-the-go drinks and J. Bauer is using PPPeel for the Mövenpick range of drinking cups for dairy-based products and ready to drink coffees. “A true innovation which also has the potential to deliver a lot of resource efficiency savings,” said Alan Moffat.

Designed and converted by Constantia Teich and J Bauer, PPPeel offers excellent seal, soft and easy peelability to protect the consumer from spillages; a wide sealing temperature range from a low of 200°C to 280°C; and high corrosion resistance. It is printed roto-gravure in up to 8-colours and is available in embossed and unembossed versions. *///*

Illustrating the many different markets in which alufoil plays a major role, **Novelis Packaging & Converting Products** won with its OHLER® Heat Protection Mat designed to protect temperature

sensitive components in the automotive industry. The high reflective properties of the aluminium and its flexible structure make it particularly suitable for difficult installations.

Described as a “highly technical and inventive product,” by Alan Moffat, the shaped Mat protects components against radiant heat in car and truck engines. Manufactured from PU-coated glass fabric/PET/ALU, the Heat Protection Mat’s flexibility allows it to be formed into different shapes and fastened into vehicles through the use of stainless steel push buttons, or Kevlar® yarns and touch



Novelis Packaging & Converting Products - OHLER® Heat Protection Mat

fasteners, for ease of assembly. Main applications are the protection of cables, fluid lines and engine components that are mounted near heat sources, e.g. exhaust pipe. Thanks to its excellent material properties the mats can withstand temperatures of up to 800°C. *///*

*An alufoil bladder from **Protective Packaging** used for Lifeline Fire & Safety Systems’ Zero 360 range of fire suppression systems provided another interesting and unusual application for aluminium foil.*

Used for applications in the Motor Sport



Protective Packaging - Lifeline Fire & Safety Systems

and Defence industries, the alufoil-based bladder is manufactured from PET/ALU/OPA/ LDPE and features a welded stem which contains fire suppressant; the bladder is available in either a flat or cylindrical design. It is housed in an aluminium cylinder which is super pressurised with Nitrogen as the propellant.

When there is a sudden rise in temperature Nitrogen compresses the bladder and the fire suppressant is discharged through the valve and two discharge outlets which are strategically placed within the vehicle.

*The pre-fabricated aluminium foil laminate stops any Nitrogen transfer in to the fire suppressant and enhances the shelf and service life of the extinguisher. *///**

Alufoil Trophy 2011 - the winners

Fresh idea provides environmental answers */// Resource Efficiency*

— *In a climate of increasing awareness and concern about environmental issues from consumers and the supply chain alike, fresh ideas are always in demand.*

Designed for baby food producer Sprout, **AMPAC Flexibles'** development of a retortable alufoil-based stand-up pouch with a recloseable zipper proved a winner for the judges with its successful combination of resource efficiency savings and consumer convenience.

The pouch provides significant savings in shipping and storage weight while also minimising product breakage when compared with a glass jar. For example, 26 truckloads of unfilled glass jars or cans correspond to one truck load of unfilled flexible pouches. Alan Moffat described Sprout Baby as an "inspired alternative to cans and glass jars".



Developed in partnership with Sprout which wanted a more sustainable and convenient pack for its Sprout Baby brand, the resulting pack incorporates Ampac's Linear Tear technology with a retortable and recloseable zipper. Reverse printed in 8-colour rotogravure the 4-ply pouch (PET/ALU/OPA/OPP) features rounded corners, a PP zipper and tear notches.

The engineered Linear Tear feature ensures the pouch opens easily and in a straight line to provide consumers with easy-open and reclose functionality so that the product can be used in one go or as a multi-serve option. *///*

Versatility is the mother of invention */// Cross Category Excellence*

— *A multitude of entries showing distinctive, unusual and inventive features created the opportunity for judges to award entrants for cross-category developments.*

Plaudits from the judges were won for the second time by **Constantia Teich**, this time for its alufoil container with embedded recycling logo. The process used to embed the logo or series of logos into the alufoil makes it part of the material; it is not embossed or printed.

Produced at the final rolling stage a picture is created on the surface of the alufoil by creating deliberate variations in the surface roughness of the foil in defined areas. Unlike conventional embossing, in this technically adept process the material is not deformed on both sides. The graphic can be visible on one or both surfaces of the container.

The embedding process does not change the overall thickness of the aluminium, nor does it affect its physical properties, machine performance or



Constantia Teich - alufoil container with embedded recycling logo

processing requirements. Alan Moffat believes, "The process offers something really different. It may also be helpful to companies looking to protect products from potential copying."

The technology makes it a good alternative for high-end products with demanding process requirements including retort and other challenging food preservation processes. *///*

SCA Cool Logistics' temperature controlled system ZeoCool predominantly for the pharmaceutical, clinical trial and Biotech industries caught the judges' eyes with its innovative use of alufoil to help create a packaging solution for sensitive drugs which are reliant on correct temperatures being maintained during transit.

Unlike traditional methods which often feature a number of coolant components and are prone to temperature deviations, ZeoCool does not use cool packs to freeze or cool the contents. It is a self-contained unit which uses patented technology held within an aluminium casing to enable the six side interior payload area to produce evaporative cooling or heating. No external energy sources are needed and it is the only system to utilise a phase change of liquid to gas. The alufoil is supplied and converted by Wipf.

ZeoCool is the only system to utilise a phase change of liquid to gas. This is achieved by lowering the inter-



SCA Cool Logistics - ZeoCool

nal pressures of the unit through reacting to external ambient temperatures. To operate the user simply pushes a button to start the cooling process.

"This is a wonderful product that delivers on so many fronts including delivery of sensitive drugs to remote geographical regions and disaster zones. When the system was tested the instructions were plain and easy to follow and the ZeoCool worked perfectly," said Alan Moffat. *///*

BBQ time

It's going to be hot, hot, hot at interpack 2011

— *Alufoil the perfect partner for the BBQ*

The international flavour of interpack 2011 is set to be enhanced by the EAFA sponsored alufoil BBQ Arena where professional barbecue teams from around the world will be showing off their grilling and barbecuing skills to visitors.



Taking place four times daily everyday of the show, this spectacular event will give visitors the opportunity to view the properties aluminium foil brings

to barbecuing and the versatility it offers as an aid to cooking and grilling. There will also be the chance to sample the fantastic food being served up by the countries taking part. Creative and visually appealing dishes from the grill will include meat, fish, and vegetables all prepared using household foil and alufoil trays and containers.

“EAFA is looking forward to supporting this visually appealing and spectacular event. It will not only enhance the fair's atmosphere for visitors but will also put the creative flair of aluminium foil in the world of barbecuing in the limelight,” explained Guido Aufdemkamp, EAFA's Communication Director.

The alufoil BBQ Arena is situated outside Halls 10 & 11. Readers will find EAFA in Hall 11 Stand A37.

interpack 2011, Düsseldorf, May 12 – 18. ///



Welcome to the world of the grill maestros

Alufoil's journey into the world of barbecuing continues at the official World Grill & Barbecue Championship to be held in Gronau, Germany, 20 - 22 May, where the main sponsor alufoil and the World BBQ Association will welcome the world's barbecue elite. Teams from about 30 different countries will demonstrate their prowess at the hot grill to some 80,000 visitors who will enjoy watching talented cooks from more than 80 barbecue teams match their skills at the grill across a variety of disciplines.

Teams will be supported by a variety of versatile aluminium foil products all of which are an essential ingredient in the creative preparation and cooking

of the various dishes, whether to protect against wastage or to cook and display the delicious food. Visitors will be able to sample the food and get tips on how to use alufoil at a BBQ. On Championship Finals' Day EAFA will present the winner's trophy to the 2011 World Barbecue Champion.

The event is supported with material from the foil roller Hydro Aluminium and the household foil specialist ITS Foil & Rewinding; and container manufacturers Bachmann Aluminium and Constantia Teich. Recycling will be organised by the German Aluminium Recycling Association (DAVR).

Visit: www.gbaev.de ///

Optimism as alufoil production soars across Europe

Soaring growth to bring Europe's alufoil production to the record levels experienced in 2006 before the 2008 economic crisis took hold, is shown by the year-end figures for 2010.

Published by EAFA, the results show overall shipment growth of 10.6% to 850,300 t (2009: 768,600 t), creating confidence in the outlook for aluminium foil products. EAFA President François

Coëffic said, “The figures represent a return close to the record pre-crisis levels of 2006 and, even though we live in unpredictable economic times, confidence is returning and EAFA is cautiously optimistic for 2011.”

The successful positioning of aluminium foil as a sustainable and cost-effective option is believed to have had a positive effect on the upward trend with

2010 figures showing that there is strong demand for both packaging and technical products. Thinner gauges, mainly used in flexible packaging applications and for household foil, were up 9.8%, and thicker gauges, used for container applications and in automotive, building and other industrial sectors, were up 16%. Exports outside the EAFA countries grew by 4.1%.

www.alufoil.org ///



EAFA European Aluminium Foil Association

The international body representing foil rollers, container, household foil and flexible packaging manufacturers.



— Find out more about alufoil! —

Visit www.alufoil.org where you can find out all about every EAFA member, make business enquiries and see the latest news about alufoil applications and the industry.

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