



## National dishes make the most of alufoil

— Thanks to better packaging food specialities can now be enjoyed by a much wider audience.

**Even though Europe** has become much more linked together, thanks to easier travel and better communication, everywhere retains a strong national identity and being proud of your country has never been more important. With so many people now living and working outside their homeland, national foods are a strong reminder of these roots, as well as offering the chance to introduce a tasty dish or snack for others to discover and enjoy.

The great variety of specialties using alufoil demonstrate its remarkable popularity as a packaging material, as well as the diversity of formats which have been adopted to pack, wrap and decorate everything from wafers, beer & wines, pasta dishes, sauerkraut, cheese and even festive treats like the UK's mince pies.

In fact some of these products were the first to identify that alufoil's unique properties could only add to the quality and reputation of these 'national treasures'. For example Manner of Austria used the material as far back as 1949 to ensure its famous wafers stay crisp and full of flavour, while the makers of lasagne soon found the classic Italian dish could be prepared, cooked and served in this most convenient of tray formats – and there are claims that it cooks even better!

Pumpernickel bread can still be found in many German lunch boxes. Today it can be purchased in alufoil packs for convenience and longer lasting



freshness. Few who love this heavy rye bread know about the fierce debate over the origin of the name, which ranges from 'the devil's fart' (pumpkin from Old Nick) to claims that Napoleon hated it so much he told his staff to give it to his horse Nichol. "C'est bon pour Nichol" he is said to have uttered.

A big issue with British mince pies is their fragility. The pastry, which is easy to break, really benefits from the protection the alufoil tray offers, in addition

to the ease with which the tasty treat can be removed and consumed. The filling is no longer a mixture of meat and fruits, as it was in the Crusades, but only mixed, spiced fruits – a long way from the 13 ingredients once used to represent Christ and his 12 Apostles.

In this issue of Infoil we introduce some national foods using alufoil in creative and practical ways from across Europe. ///

### *Downturn slows as exports leap*

**First half figures** for thinner and thicker gauges of alufoil both recorded falls compared with 2011. But the downturn is slowing, which indicates a modest recovery in deliveries, after a weak start to the year. Total production stood at 411,500 tonnes, just 2% below the previous year figure of 420,100 tonnes. Thinner gauge production fell 2.3% and thicker gauges by 7.7%.

A notable bright spot was the leap in exports which gained 9.6% compared with the first six months of 2011 and indicating strong demand in some emerging markets. Outlook for the full year remains cautiously optimistic with expectations that the full year production will match last year's total. ///

For more information go to: [www.alufoil.org](http://www.alufoil.org)

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## European food specialities

### TURKEY: Sweet and sour delights

**Halva is a sweet paste dessert** or confection and comes in many forms. Commonly the halva popular with Turkish people is made from crushed sesame seeds. Other forms are made from semolina, flour, almond or walnut. In some forms it is deeply rooted in the customs and traditions of the Turkish folk religion.



The delicious sweet and sticky substance uses sugar and butter or nut butter as its staple ingredients and is mixed hot. So alufoil trays are now commonly used to place the paste for shaping and cooling and are finally over-wrapped and labelled for display and sale. Assan is a major supplier for Turkish container manufacturers. ///



**Another Turkish favourite** is a cold beverage, Ayran, made from yogurt mixed with cold water and sometimes salt. Packaging of this very popular drink is familiar with other yogurt products, using a foil lid to seal in the flavour as well as protect the product. The cups use lidding foil rolled by Assan and converted by ISPAK from 30-35 micron alufoil. Both companies are part of Kibar Holdings. ///

### AUSTRIA: Reputation and quality

**Austrian confectionery** is justifiably world famous and it is clear that alufoil packaging is used to reflect the quality image of products as well as the reputation they have earned over many years; as well as for the very practical reasons of protection against light and moisture.

Mozart chocolate praline and marzipan balls are manufactured in the birthplace of the great composer, Salzburg, by Mirabell, part of Kraft Foods Austria. Regarded by many Austrians as a national heritage, the balls are wrapped in 12 micron alufoil, printed in rotogravure, supplied by Constantia Flexibles. ///



**Josef Manner invented** the iconic Neapolitan Wafer in 1898, but the delicious layers of crispy wafer and hazelnut-chocolate cream was not wrapped in alufoil until 1949.

Today they are still the same size, shape and weight of the original wafer. But the foil/paper/foil wrap supplied by Constantia Flexibles carries a red tear-strip introduced in the 1960s whilst retaining its airtight functionality. ///



### ITALY: Kings of coffee and pasta

**The lasagne and other pasta dishes** mama makes are a big part of everyday life in Italy and, of course, the world! Italians tend to buy alufoil containers and fill them at home. In fact the largest industrial producers of lasagne for European consumption are based in Belgium!

These alufoil trays come in many shapes and sizes and both wrinkled and smooth walled are available. Italian container manufacturer Zenith explains that households and small outlets use wrinkled as these are consumed from fresh or frozen. Larger producers are now using more smoothwalled containers, allowing better sealing for longer shelf life.

As we all know Lasagne needs an oven (whether traditional or microwave). Alufoil is the perfect material as it allows the consumer to store, transport, freeze and eventually cook this healthy and tasty meal. ///

**And what better to finish** the meal than a coffee espresso? Caffè Cagliari has been making its famous beverage since 1909. Moving with the times, it now offers four different aromas in handy capsules with lids supplied by Carcano Antonio. The lids are made from 30 micron printed foil with heat seal coating on the reverse side to maintain the aroma and original taste. Being compatible with other popular capsule machines, these coffees can be made in an instant! ///



## National recycling projects

*Infoil takes a look at two schemes that demonstrate innovative ways to develop packaging recycling and achieve best practices depending on national collection and recovery systems.*

### Following the light

— *Competition highlights new sources of aluminium for recycling.*

Today a dinner party or festive occasion without tea lights is not complete. The little 'candles' add a sparkle to so many events. There are estimates that over 1 billion are lit up each year globally. Tea lights are believed to have originated in Japan, being used in that country's very elaborate tea ceremony, both as a decoration and for the very practical purpose of keeping the tea warm in the teapot.



Three girls from Sørvær School in Finnmark each collected an amazing 6,092 lights to become individual national champions, earning a class trip to the Hydro plant to see how their lights are turned back into useable aluminium. They were joined by the grade four class from Buskerud who became 'district champions' by amassing a total of 144,345 tea light cups, more than any other classes which took part.

In Norway the potential for recycling these cups and helping to create a 'supply chain' for them has been established thanks to a national environmental awareness competition called the Tea Light Hunt. Hydro Aluminium teamed up with IKEA and WWF to organise the competition and more than 26,000 Norwegian school children participated. They were able to gather up remarkable amounts of the used lights which are being recycled at Hydro's Rolled Products plant in Holmestrand.

"Aluminium is a magical material. What once was a tea light can be recycled and turned into a mobile phone or a kitchen utensil in its next life," said Hydro's President and CEO Svein Richard Brandtæg afterwards. "It is inspiring to see how the children can influence the adults around them to recycle. Tea light cups are not garbage," said Carl Janzen, head of IKEA Norway.



The standard light is usually 38mm x 16mm, weighing only a few grams after use. But the vast numbers consumed mean many tonnes of aluminium are available for reuse from this source. Most tea lights are produced in aluminium cups and manufacturers include German based Bachmann Aluminium, part of the Nicholl Group. ///

### Aluminium stars in recycling videos

— *Italian students highlight uses and recovery in video competition.*

**CiAL, the Italian Consortium for the Recovery and Recycling of Aluminium Packaging**, has organised 'Obiettivo Alluminio', a competition for students in collaboration with Giffoni Film Festival, since 2008, focussing on the recycling and recovery of aluminium packaging.

The project aims to raise awareness of aluminium and its possible applications in everyday life and to motivate young people to collect this valuable material for recycling. Since it started it has become one of the most popular educational projects in Italy, involving more than 85,000 students.

The tools available to teachers have helped to involve young people in a creative way. Previously students were asked to photograph aluminium objects and write suitable captions. The 2012 compe-

tion required them to make videos about aluminium in the world around them, as well as creating a commentary and choosing music.

Five different regions: Valle d'Aosta, Veneto, Umbria, Abruzzo and Sardinia were asked to take part, involving all the schools in these regions with over 40,000 students. In the end 130 videos were submitted by 1,700 classes.

Ten winning videos, two from each region, were chosen by a jury based on several criteria: consistency of the environmental message to be delivered, creativity, originality and technical skills.

The winners attended the Giffoni Film Festival and joined the jury which ultimately chose the winning film of the Special Award in the Generator +16



The ten winners of CiAL's 'Obiettivo Alluminio' competition take a moment to relax from their jury duties at the Giffoni Film Festival

section: 'CiAL for Environment' (which is a Gryphon made of recycled aluminium) - 170 HZ by Joost van Ginkel (The Netherlands).

A special Facebook page (Consorzio CiAL) has been set up and the ten winning videos are featured at: [www.youtube.com/alurecycling](http://www.youtube.com/alurecycling). ///



— Find out more about alufoil! —

Visit [www.alufoil.org](http://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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