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Alufoil Trophy 2007

Visible consumer convenience

Consumer convenience and good on-shelf visibility were key attributes for the winning Alufoil Trophy 2007 entry Visiopac®ALU from Ecopla Benelux, part of Nicholl Food Packaging.



Dubbed The Dome, the 115µm smooth wall alufoil tray with flange from Ecopla is topped by a transparent and anti-fog APET from ANL Plastics, and is being used by Westvlees and Carrefour Belgium for a range of roasting joints of meat. The development created with ANL Plastics is a further evolution of the Visiopac® concept with a plastic tray.

The dome is secured to the lip of the alufoil tray by an easy-open 4-colour printed paper seal with equipment from Sealpac, of Germany, and its Dutch agent Ultrapak. An additional advantage of the easy-peel paper sealing ring is that it can be used to print cooking instructions, product information or images.

Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International, praised the development for providing "the key consumer attributes of visibility, freshness and convenience".

Already well-received by retailers, the oven to table development is designed for consumer convenience and is packed in a modified atmosphere to give extended shelf life. The pack is already attracting interest from a variety of markets including poultry, meat processing and pastry.

Jan Van Rompaey, Sales Director, Ecopla France & Benelux, said: "We are thrilled to receive the Trophy as it rewards two years' hard work and the close cooperation between the technical and development teams of all suppliers."

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 120 members include companies in Western, Central and Eastern Europe.

High resolution pictures are available at www.alufoil.org as well as a list of all entries.

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