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Alufoil Trophy 2007

## **Novelty Pack Lights Judges' Fire**

A novel container for the catering industry won an Alufoil Trophy 2007 for Firestar AG. 'NALCO' is a new deep-drawn alufoil container and printed multilayer lid for a safety fuel paste used in catering to heat products such as fondues.



Based in Switzerland, Firestar's lightweight container and flexo-printed multilayer lid (30µm ALU/30µm LDPE) provide excellent sealing characteristics to produce a lightweight refillable container. The packs are stackable and can be produced in variety of sizes and combustion times.

Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International described 'NALCO' as a "clever adaptation of forming technology to create a functional and convenient pack for a new application".

Leuthold Mechanik, of Switzerland, manufactures the deep-drawn containers in cooperation with Process Point Services Lichtenstein. H.Rychiger, of Switzerland, designed the filling line to the strict guidelines required for filling flammable materials. The lids, which are manufactured by Hueck Folien, of Germany, feature a clever pull tab opening section that was particularly praised by the judging panel.

The previous pack had been on the market for more than 25 years and become a typical "me-too" product; Firestar's decision to develop 'NALCO' provides users with an innovative and user-orientated new product.

Commenting on winning an Alufoil Trophy 2007 Firestar's Chief Executive Officer Beat A. Knabenhans, said: "After more than three years development and design work, we are proud to have received recognition for our efforts. The award gives us additional acknowledgement in the industry and confirms we have developed a unique and novel product."

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](http://www.alufoil.org) as well as a list of all entries.*

### **Further information:**

Guido Winsel  
Director Communication  
European Aluminium Foil Association  
Am Bonneshof 5  
D - 40474 Düsseldorf

Phone: +49 (0)211 47 96 168  
Fax: +49 (0)211 47 96 25 191  
[enquiries@alufoil.org](mailto:enquiries@alufoil.org)  
[www.alufoil.org](http://www.alufoil.org)