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Alufoil Trophy 2007

‘Cyclero[®]’ Revolution Proves a Winner

Huhtamaki Ronsberg has won an Alufoil Trophy 2007 for the first market use of its revolutionary ‘Cyclero[®]’ flexible packaging concept, patent pending.



Used to create an easy open and re-close circular container for Amaro Kaffee Pads, Head Judge David Smith, Kraft Foods’ Director Packaging Global Technology and Quality International described the pack as a “very creative lightweight hermetic pack blending rigid and flexible packaging options, promising a lot of future opportunities across a wide range of products”.

Produced for Aldi Süd, one of the largest discount retailers worldwide, the 8-colour rotogravure printed OPP/PET/ALU/PP laminated container offers much improved product protection and real differentiation at point of sale. It is easy to open and re-close, while the rounded body is tactile and comfortable to hold, and stable on shelf.

“Winning the award is important to our business as we have launched a completely new, innovative and revolutionary concept for the flexible packaging and aluminium foil sector,” said Martin Hauck, Marketing Director Flexibles Europe, Huhtamaki Ronsberg.

Among the benefits of the ‘Cyclero[®]’ development for coffee pads is the ability to use a form/fill/seal system from Q-Bag, an affiliate of the Optima Group - Consumer, to assemble and fill the packs inline.

The use of the round ‘Cyclero[®]’ prevents damage to the coffee pads and gives a higher volume filled percentage, while the semi-rigid packs also prevent damage to the pads during filling, in transit and on-shelf.

The packs feature a valve from Q-Bag, situated in the bottom of the pack, to allow CO₂ to escape. The base is die-cut and positioned via an ultrasonic horn that forms and seals the base with technology from Herrman Ultraschalltechnik. The tamper-evident rigid barrier lid is sealed into a PP ring and heat sealed to the body of the foil laminated container.

Cyclero[®] is soon to be launched for non-carbonated beverages while Huhtamaki Ronsberg is also targeting the snacks, cereals, confectionery, instant products and soup markets.

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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