

February 2007

Alufoil Trophy 2007

A Real Eye Opener Creates an Impression

Great news for any one who has struggled to open a can of luncheon meat comes with the announcement that Impress Metal Packaging has won an Alufoil Trophy 2007.



Its new format pack and Easy Peel® lid for Daesang Corporation's Club Luncheon Meat provides "a real alternative to EOE (easy open end) steel cans", says Head Judge David Smith, Kraft Foods' Director Packaging Global Technology and Quality International.

"The aluminium pack provides a simple opening method and allows easy dispensing of the complete product by just gently shaking the pack," he added.

The lid and stepped out 2-piece rectangular aluminium can have been combined cleverly to create a pack with greatly improved product release. It is sealed using a rectangular Easy Peel® lid manufactured from 70µm ALU/25µm PP specifically designed for the heat processing product.

The Club cans, available in 200ml and 340ml sizes, are manufactured in La Flèche, France, and feature a gold internal coating to enhance the release of the product.

"This is great news, crowning the excellent achievements of the technical and marketing teams at Impress and Daesang during 2006," said Richard Moore, Vice President Strategic & Business Development, Impress Group. "The pack completely rejuvenates the traditional presentation of the luncheon meat packaging."

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.

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
www.alufoil.org