

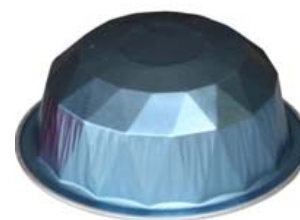


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Alufoil Trophy 2011: Amcor's Diamond is pet food's best friend

Technical know-how and originality won an Alufoil Trophy 2011 in the Design + Marketing category for **Amcor Flexibles Zutphen's** Diamond faceted foil container, which provides real on-shelf differentiation in the competitive wet pet food market.

Diamond was described as "a stand-out, fascinating and eye-catching pack" by the Head Judge Alan Moffat, packaging development manager, H. J. Heinz R&D. Launched with Arovit, an innovative private label pet food producer, the special design and shape position the tray at the high end of the pet food market. The light reflecting diamond shape is a real eye-catcher and makes the product stand out on the shelf.



The tray's 96 shiny facets are formed by using a deep draw cold-forming process. The 130 micron thick aluminium base foil provides high rigidity and has an outside protective lacquer which can be distorted to achieve special effects. The high barrier aluminium tray enables long shelf-life and can be sterilized at high temperatures. And with its easy peelable lid, the container system guarantees safe and convenient opening as well as an easy access to the filled goods.

"We are very proud to demonstrate with Diamond the innovative character of aluminium containers," says Bertrand Jannon, Marketing Manager at Amcor. "Although we launched the first aluminium container for sterilised food on to the market 30 years ago, Diamond once again proves that new container shapes support high end brands or private label positioning, while offering the best protection for the product."

- Alufoil Trophy 2011 is organised by the European Aluminium Foil Association. There are five categories – **Consumer Convenience; Design + Marketing; Product Preservation; Resource Efficiency; and Technical Innovation**. Judges also award **Cross-category Excellence** winners. For 2011 there were 13 winners from 66 entries.
- High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org
- The winning packs will be display at interpack 2011, Dusseldorf – May 12-18 2011

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 100 members include companies in Western, Central and Eastern Europe.

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