



*March 2011*

## **Alufoil Trophy 2011:**

### **Winning combination of environmental awareness and consumer convenience**

In a climate of increasing awareness and concern about environmental issues from consumers and the packaging supply chain alike, fresh ideas are always in demand. Designed for baby food producer Sprout, AMPAC Flexibles' development of a retortable alufoil-based stand-up pouch with a recloseable zipper proved a winner with its successful combination of resource efficiency savings and consumer convenience.

The resulting pouch provides significant savings in shipping and storage weight while also minimising product breakage when compared with a glass jar. For example, 26 truckloads of unfilled glass jars or cans correspond to one truck load of unfilled flexible pouches.



Developed in partnership with Sprout which wanted a more sustainable and convenient pack for its Sprout Baby brand, the resulting pack incorporates Ampac's Linear Tear technology with a retortable and recloseable zipper. Reverse printed in 8-colour rotogravure the 4-ply pouch (PET/ALU/OPA/PPP) features rounded corners, a PP zipper and tear notches.

The engineered Linear Tear feature ensures the pouch opens easily and in a straight line to provide consumers with easy-open and reclose functionality. This means that the product can be used in one go or as a multi-serve option. The pack also provides excellent graphics and a great billboard to highlight the product and the brand.

Sprout Baby was described as an "inspired alternative to cans and glass jars," by Head Judge Alan Moffat, Packaging Development Manager, H. J. Heinz R&D. The pouch holds about the same amount of product as a glass jar of baby food but uses less than 10 % of packaging by weight. Packaging efficiency studies of a 3.5 oz Sprout Baby pouch show that it is 11 times higher than an equivalent glass jar and when compared with a 4.5 oz rigid plastic cup the pouch is 5 times more efficient.

Another advantage is that the pouch is a single packaging component or SKU while a glass jar has three – the jar, metal lid and paper label; and a rigid plastic cup has three or four components – cup, barrier peel lid, rigid plastic lid and usually a sleeve.

Designed to be heated gently with warm water to help preserve product freshness, the Sprout Baby retort pouch is sterilised with less heat and temperature than a can or glass jar to preserve the products nutritional value; a key requirement for the brand's organically nutrient-filled

recipes. Other markets for which the pouch is suitable include ready meals, such as rice and noodles, soups and sauces, for retail, military or outdoor applications.

Ampac Flexible's Director of Innovation Sal Pellingra said: "An Alufoil Trophy is a significant honour and achievement for Ampac. Ampac has strived to provide innovation in difficult barrier flexible packaging applications that include alufoil as the major barrier component. The Sprout pouch brings this innovation into a new product arena."

- 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](http://www.alufoil.org)
- The winning packs will be displayed 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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