



*March 2011*

## **Alufoil Trophy 2011: Perfection served up by packaging and product mix**

Simplicity is often the key to creating packaging ideas for new products to aid consumer convenience as was the case with **Bachmann Aluminium GmbH**'s smooth-wall container for a new ready to bake bread mix, which won an Alufoil Trophy 2011 for Consumer Convenience.

Produced for "Das Backschälchen" mixes from Küchenmeister, the 110 micron alufoil container is sealed with a transparent film and the pack is finished off with a cartonboard wraparound sleeve. The combination of pack and product has created a concept that is "ideal for time restricted people who like to cook but do not necessarily have the time to start from scratch," said head judge Alan Moffat, packaging development manager, H. J. Heinz R&D.



There are four 350g ready mix breads in the range which are both mixed and baked in the oval alufoil container. This not only allows the mixes to be baked at high temperatures (210oC) but also gives the bread the appearance of coming straight from the baker, with the associated smell of baked bread. The alufoil container and the tight seal provide a nine month shelf life, while the 4-colour offset printed wraparound sleeve features clear cooking instructions and provides the consumer with a comparison between the bread mix and resulting baked bread.

Available in France and Germany with roll-out by Küchenmeister pending across the rest of Europe, Moffat believes that the idea will quickly prove a consumer success, and that it is also applicable to products other than bread mixes.

Bernd Wagner, Managing Director, Bachmann Aluminium, said, "Winning is a real motivator for the complete Nicholl Food Packaging Group of which we are a part. The successful branding of this innovative product offers high value to existing customers, potential customers, and all end users."

- 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 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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