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## **Alufoil Trophy 2011: PP Peel – a trump card for the dairy drinks market**

PP Peel die cut lid technology for dairy drinking products came up trumps for **Constantia Teich** in the Technical Innovation category of the Alufoil Trophy 2011 by offering not only true innovation but also the “potential to deliver a lot of resource efficiency savings,” said Alan Moffat, packaging development manager, H. J. Heinz R & D.

Newly introduced, the die cut lid with proprietary co-extrusion coating for sealing to PP Cups is being used by J. Bauer for the Mövenpick range of drinking cups for dairy-based products including its drinking yoghurts, and ready to drink coffees. With easy-open peelable lidding proving increasingly popular for on-the-go drinks, the new coating provides significant improvements in the technical performance for liquid dairy-based drinks.



Essentially, to meet the demands of retailers, brand owners and consumers, easy-open lidding must not only peel in one easy action but must also seal readily to prevent leakers that would adversely affect customer and consumer loyalty, while also adding to production line costs. PP Peel technology also ensures that the edge profiles of the cup are less sharp; another consumer convenient function.

Designed and converted by Constantia Teich and J Bauer, PP Peel offers excellent seal, soft and easy peelability to protect the consumer from spillages, a wide sealing temperature range from a low of 200oC to 280oC, and high corrosion resistance. It is printed with roto-gravure in up to 8-colours and is available in embossed and unembossed versions.

Winning and Alufoil Trophy approves and recognises Constantia’s state-of-the-art developments and aluminium foil converting knowledge, as well as confirming our understanding of today’s market demand. The jury represents senior market and technology experience which underlines the value of its decisions. Constantia’s Alufoil Trophy Winners of the past years have always been acknowledged as up-to-date market innovations and shown long term market acceptance & demand,” Peter Stieböck, Marketing Manager – Dairy, Constantia Teich.

- 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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