



*March 2011*

## **Alufoil Trophy 2011: Picture perfect decoration technique**

**Constantia Teich** won plaudits from the judges for its alufoil container with embedded recycling logo. Rewarded with an Alufoil Trophy 2011 for Cross-Category Excellence, the process used to embed the logo or series of logos into the alufoil makes it part of the material; it is not embossed or printed.

Produced at the final rolling stage a picture is created on the surface of the alufoil by creating deliberate variations in the surface roughness of the foil in defined areas. Unlike conventional embossing, in this technically adept process the material is not deformed on both sides. The graphic can be visible on one or both surfaces of the container.



The embedding process does not change the overall thickness of the aluminium, nor does it affect its physical properties, machine performance or processing requirements. The technology makes it a perfect alternative for high-end products with demanding process requirements including retort and other challenging food preservation processes. Design and marketing opportunities are met by the excellent resolution of the embedded logo, and importantly there is no risk to food safety in the use of the logo in contact with food. Further when deep-drawn aluminium is stretched in certain areas exclusive design effects are produced for customers, such as fading of the chosen artwork.

“Due to the ease of implementing the decoration technology a wide range of market possibilities are opened for alufoil containers. This includes the Aluminium Recycling logo which supports sustainability through its use on the inside of the container where it is highly visible to the consumer thereby encouraging recycling. But this is only the start; next steps could be customer-specific, picture perfect graphics,” says Peter Wallach, Business Unit Director for Alufoil Container and Preserved Food Packaging from Constantia Flexibles.

An added advantage is that because the artwork is not printed no additional converting steps nor inks are required to give add-on resource efficiency benefits. Designed in-house by Constantia Teich the product can be produced in foil gauges typically used for containers.

An additional benefit is that the embedded logo cannot be removed by wiping. Head judge Alan Moffat, packaging development manager, H. J. Heinz R&D, said, “The process offers something really different. It may also be helpful to companies looking to protect products from potential copying.”

- 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.**

**Further information:**

Guido Aufdemkamp  
Director Communication  
European Aluminium Foil Association  
Am Bonneshof 5  
D - 40474 Düsseldorf

+49 (0)211 47 96 168  
[enquiries@alufoil.org](mailto:enquiries@alufoil.org)  
[www.alufoil.org](http://www.alufoil.org)