

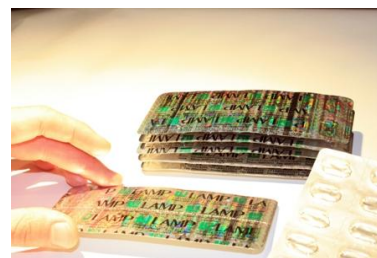


March 2011

Alufoil Trophy 2011: Anti-counterfeiting holographic foil with a real difference

Anti-counterfeiting in high value markets will be greatly enhanced by Alufoil Trophy 2011 winner **Diavy**'s new development of a directly embossed holographic aluminium foil, which has now entered production.

Winning in the Product Preservation category, 'Holo Aluminium' has now entered production and is suitable for anti-counterfeiting applications including blister packs for pharmaceuticals; healthcare; cosmetics; and high value food and drink products which require security of origin and where alufoil is used as an essential component for airtight closures.



It was described as a "very interesting technical development which also provides interesting design possibilities" by head judge Alan Moffat, packaging development manager, H. J. Heinz R&D.

The unique difference of the new technical advance is that micro-holographic embossing is made directly on to the alufoil and reports the patterns, brands or any other graphic sign which identifies the manufacturer. This contrasts with existing methods which use a holographic PET film placed on to the foil surface; this method can lead to scuffing and the holographic surface being removed through rubbing.

Diavy's new production process, which is covered by an international patent, generates thousands of micro-incisions directly onto the surface of the foil to create the required image/s from a matrix supplied by the customer; the image can then be reflected by illuminating with a normal light source. It is produced without colours, inks or any printing system believed to be currently available.

Expressing his delight at winning an Alufoil Trophy 2011, Alessio Pastorelli, sales manager, of the Italian company, said: "We are delighted with the judges' acknowledgement of our innovative new machine system for Holo Aluminium. Our factory has been set up to manufacture this innovative process and we are obtaining excellent results in the pharmaceutical market at a low cost."

- 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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