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Alufoil Trophy 2011: Novelis / OHLER® Flexible Tubes reinvents protective solution for automotive sector

Illustrating the many different markets in which alufoil plays a major role, **Novelis Packaging & Converting Products** won an Alufoil Trophy 2011 - Technical Innovation with its OHLER® Heat Protection Mat designed to protect temperature sensitive components in the automotive industry.

The bright aluminium surface provides high reflective properties and its flexible structure make it particularly suitable for difficult installations. Described as a “highly technical and inventive product” by head judge Alan Moffat, packaging development manager, H. J. Heinz R & D, the shaped Mat protects components against radiant heat in car and truck engines.



Manufactured from PU-coated glass fabric/PET/ALUFOIL, the Mat’s flexibility allows it be formed into different shapes and fastened into vehicles through the use of stainless steel push buttons; or Kevlar® yarns and touch fasteners, for ease of assembly. Main applications are the protection of cables, fluid lines and engine components that are mounted near heat sources, e.g. exhaust pipe. Thanks to its excellent material properties the mats can withstand temperatures of up to 800°C degrees.

The OHLER® Heat Protection Mat is the latest addition to a range of heat protection products for the automotive sector, explained Marco Feldmann, Sales & Marketing Manager, of Novelis. “Novelis Packaging & Converted Products under its brand OHLER® Flexible Tubes is proud to answer markets needs for products that are highly adaptive to every installation situation and are innovative at the same time.”

- 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.

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
www.alufoil.org