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## **Alufoil Trophy 2011: ‘Cool’ innovation for sensitive drugs takes centre stage**

An exciting development for temperature controlled transit packaging for sensitive drugs won **SCA Cool Logistics** an Alufoil Trophy 2011 – Cross Category Excellence.

Designed and manufactured by SCA Cool Logistics, ZeoCool caught the judges’ eyes with its innovative use of aluminium foil to help create a packaging solution predominantly for the pharmaceutical, clinical trial and Biotech industries. These sectors are heavily reliant on correct temperatures being maintained during transit.



Unlike traditional methods which often feature a number of coolant components and are prone to temperature deviations, ZeoCool does not use cool packs to freeze or cool the contents. It is a self-contained unit which uses patented technology held within an aluminium casing to enable the six side interior payload area to produce evaporative cooling or heating. No external energy sources are needed.

ZeoCool is the only system to utilise a phase change of liquid to gas. This is achieved by lowering the internal pressures of the unit through reacting to external ambient temperatures. To operate the user simply pushes a button to start the cooling process.

The system, which is available in three sizes, ensures that customers need not worry that their shipment may fail. For example, should custom officials place the box in a fridge, ZeoCool will hibernate and after hibernation the system will restart to complete its journey.

Head judge Alan Moffat, packaging development manager, H. J. Heinz R & D said: “This is a wonderful product that delivers on so many fronts including delivery of sensitive drugs to remote geographical regions and disaster zones. When tested the instructions were plain and easy to follow and the ZeoCool worked perfectly.”

Supplied and converted by Wipf, the alufoil forms the payload space for the ZeoCool patented technology and is pivotal to its success. It creates the right environment and allows the cooler to hold the required vacuums to reach the correct temperatures (+2°C to +8°C). Aluminium foil gives the right balance of physical properties and flexibility to allow ZeoCool to be a cost-effective option. The alufoil payload space is surrounded by an insulator and an outer carton board pack.

SCA Cool Logistics' Managing Director Kevin Valentine said: "We are very proud to win an Alufoil Trophy, it is a great recognition for the team and all the hard work endured. ZeoCool breaks new barriers for the industry which we serve and enables us to extend our product portfolio to meet the exacting demands of our market place."

- 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 displayed 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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