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## **Alufoil Trophy 2011: Double winner's fresh approach to easy open seals**

A real understanding of ergonomics was demonstrated by **Selig's** Lift 'n' Peel™ easy open tab which won an Alufoil Trophy 2011 in two categories – Consumer Convenience and Product Preservation.

Manufactured from a twin PET/alufoil structure the induction heat seal provides tamper evidence and is both easy to grip and remove for consumers. The latest version of Lift 'n' Peel enhances branding and promotional opportunities through the introduction of 10-colour printing of both the seal's surface and the pull tab, while the underside of the seal can also be printed for special offers, competitions or prize draws.



The development of this consumer convenient and now enormously successful easy-open seal was made possible by alufoil's unique electromagnetic properties and the ability to generate localised heat that can be controlled at predetermined levels. Lift 'n' Peel™ seals can be used on glass as well as most plastic bottle surfaces and no additional equipment is needed to incorporate the seal allowing closure manufacturers to use standard punching equipment.

The tab on Lift 'n' Peel™ is attached across the top of the inner seal allowing the peel-off seal to be removed in one easy movement. Added advantages include an assurance of freshness for the consumer, while the product producer, the retailer and consumer all benefit through the elimination of leakers.

"The simplicity of the device is plain to see and the ease of use means consumers can easily get into the product without having to resort to kitchen utensils or breaking their finger nails. Although not new to the market this 'next generation' seal has benefited from numerous improvements including the introduction of a version using PET as part of the structure," explained Alan Moffat, Packaging Development Manager, H. J. Heinz R&D.

Used across a wide range of markets Lift 'n' Peel™ can be found under the screw cap of most major global supermarket brands in particular plastic milk containers, where this year's introduction of the 10-colour printed version means that clear screw caps can be used with the high-quality graphics to provide colour coding for skimmed, semi-skimmed or full fat milk, as well as other potential marketing information. Brand owners using the easy open seal have reported increased product loyalty and repeat sales. Users include Heinz and Danone Water, while

it can also be used for pharmaceuticals, cosmetics and toiletries, powdered and freeze dried beverages; and chemical and DIY products.

Expressing his delight at winning the two Alufoil Trophies, Selig's, Executive Vice President and European General Manager, Andrew McLean, said: "When we launched the Lift 'n' Peel™ range we knew it was a very simple solution to a long standing problem of guaranteeing a strong and secure tamper evident seal while ensuring the consumer always had easy access to the contents. Winning these awards is a great recognition of the Selig team and the success we have achieved."

- 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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