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Alufoil Trophy 2012: Overall Excellence award for premium food bowl

A premium quality aluminium bowl for food products, Canny, designed and manufactured by Amcor Flexibles, scooped the Overall Excellence prize in the Alufoil Trophy judging for 2012. Several features impressed the judges enabling it to score highly in four categories: Marketing + Design, Consumer Convenience, Technical Innovation and Resource Efficiency.

Antoinette Devine, head of this year's judging panel and global packaging consultant for SABMiller explained, "This product had many attractive as well as practical features which made it stand out as an innovative alufoil product. It looks good, feels good to touch, is fully printed, as well as easy to open. In addition it is 30 per cent lighter than traditional ring-pull aluminium bowls."



Canny is primarily aimed at premium or indulgence food markets but is designed to meet the needs of customer convenience for products which appeal to all ages. Three standard bowl sizes are currently offered: 100, 115 and 140ml. But further shapes and sizes can be developed on request, says Amcor Flexibles.

"We particularly liked the haptic element of the bowl, which is smooth and wrinkle free, so extremely pleasant to touch," added Devine.

"To win an Alufoil Trophy is a great reward for the Amcor Flexibles team," commented Bertrand Jannon, marketing manager at Amcor Flexibles Europe & Americas. "Canny is the result of over two years of development to produce the first wrinkle-free aluminium thin wall bowl. The initial feedback from both brand owners and consumers demonstrates the ability of Canny to combine a premium product image with improvement to the environmental footprint. This award is for us a confirmation of the iconic character of Canny in metal packaging."

The inside of Canny is BPA free formulated, unlike traditional food cans, explains Amcor Flexibles. This will certainly be a major factor for companies currently concerned about the latest legislation developments in Europe. The easy peelable membrane reduces spillage and can be targeted at products for old and young alike.

Empty bowls are nestable, which can save up to 90 per cent on space during transportation and storage, allowing Amcor Flexibles to offer these products to markets outside Europe. Also the weight of Canny makes it an attractive solution for packaging reduction, as it is 30 per cent lighter than conventional ring-pull cans. In addition it can easily be compacted by hand to reduce the volume for disposal and is fully recyclable.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also award Overall Excellence. For 2012 there were 13 winners from 52 entries.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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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.