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Alufoil Trophy 2012: Pouch proves perfect pack for Poli Paté

A three-sided sealed pouch containing a chicken sausage paté has won an Alufoil Trophy for AMPAC in the 2012 awards, in the Consumer Convenience category. The pouch, produced by AMPAC's Swiss division, ELAG Verpackungen, incorporates a re-closable spout for easy delivery of the contents, making it a convenient snack style product, according to the company.

Head of the Alufoil Trophy judges, Antoinette Devine, global packaging consultant for SABMiller, felt the pack had a number of different qualities to attract the consumer. "Both the shape and high quality print finish are appealing to users, but the key factor for us was its convenience and ease of delivery. For a meat paste product, which would not normally be offered in this format, we felt the concept opened up new potentialities for 'on the go' consumers, as well as extending the product's shelf life."



The pouch is made from a 3 layer aluminium laminate, which consists of PET12/Alu8/PE70, is hot filled at 85°C. The specification has been upgraded to a polypropylene alternative in the meantime, which enables the product to be retorted, greatly increasing the shelf life. The previous shelf life of 60 days can be extended to approximately 12 months without cooling the product at 4°C throughout the supply chain, prior to consumption, says AMPAC.

"AMPAC is proud to receive the Alufoil Trophy for the Poli Paté pouch, recognising innovative solutions in consumer convenience. AMPAC's philosophy is to drive packaging transformation and performance by using a combination of rigorous, technology-driven thinking and exceptional creativity. Winning the Alufoil Trophy is an important step in reaching AMPAC's vision to become a world leader in creative flexible packaging," stated Hansruedi Häberli, general manager of ELAG Verpackungen.

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.