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## **Alufoil Trophy 2012: New blister lidding foil uses eco-friendly primer**

A blister lidding foil with major environmental advantages has been awarded an Alufoil Trophy 2012 in the Resource Efficiency category. The foil, developed by Constantia Flexibles, uses a water based primer rather than one containing solvents, on the decorative outer layer, which results in considerable carbon emission reductions, says the company.

“This development provides pharmaceutical companies with a sustainable alternative to standard blister lidding foil which avoids chemical based solvents and, at the same time, helps to reduce the carbon footprint,” said head judge Antoinette Devine, global packaging consultant for SABMiller. “As there is no loss of quality in either look or performance and the judges felt this had genuinely met all the criteria for Resource Efficiency,” she added.

In the modern pharmaceutical industry a wide range of printing technologies and different colour systems for applying the information onto the blister pack are utilised. These include high quality rotogravure printing as well as conventional flexo printing. UV-flexo is used both on-line during blister filling and offline for pre-printing of foils. So the primer has to be able to accommodate all these processes.



Constantia developed a solvent-free print primer. The water-based coating contains no organic solvents regularly used for lacquer mixing and application. The primer also resists the high sealing temperatures generated during the packaging process.

It can also handle digital printing such as ‘Drop On Demand’, used more frequently for the marking and printing of codes and batch numbers or for simple, one or two colour designs.

By replacing solvent based systems with the new water-based print primer Constantia saved more than 220 tonnes of CO2 emissions in 2011 and estimates that figure will increase to more than 640 tonnes per annum in 2012 and beyond.

Commonly blister push-through foils are material with both sides lacquered. While the heat-seal coating on one side ensures sealing and tightness with the blister base web, the outer lacquer is designed to carry the information. This lacquer, otherwise known as print primer, must resist temperatures up to 280 °C. Constantia were able to achieve the same print quality and heat tolerance with the new, water-based primer.

“It is essential that next to new products, all the effort and work for achieving resource-friendly production are also acknowledge and appreciated,” commented Wilhelm Zuser, head product development, Constantia Patz.

**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](http://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.*