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Alufoil Trophy 2012: Stick pack opening solutions win award

An Alufoil Trophy 2012 was given for innovative opening solutions for stick packs from Constantia Flexibles. The two opening aids offered by Constantia, The Laser Perforation Opening Aid and Tobepal Opening Feature (TOF), were judged to offer easy and clean opening, and won an award for Consumer Convenience.

“The two different solutions to facilitate opening of stick packs used for potentially similar applications were both seen to have great merit,” said Antoinette Devine, global packaging consultant for SABMiller and head of the judges for this year’s Trophy. “We also felt for the company to explore two different answers to the same problem demonstrated a great commitment to producing the best result for the consumer as well as focussing on particular application requirements,” she added.

Dosage stick packs, primarily used in the pharmaceutical sector, can be used for oral applications of either liquids or powder and even for single doses of really small pill sizes. Stick packs can also contain the correct amount of ointment or gel for a sports or medical applications, where easy opening is often critical.

The Laser Perforation Opening Aid, currently used by Verla-Pharm Arzneimittel for Magnesium Verla, can be opened quickly and simply and is clearly marked by arrows at one end of the stick. Traditionally the aperture for conventional ‘notch’ openings is approximately 50 per cent of the width. Using the PET/Alu/PE-LD easy-tear laminate and laserperforation allows 100 per cent of the aperture to be opened.

The stick pack with Opening Aid TOF introduces a micro-perforation in a defined area of the PET layer of the laminate - without affecting the alufoil barrier layer. The device is also suited to oral applications for pharmaceuticals, as well as other personal care or food products. This solution can also be incorporated into other pack forms such as sachets or over-wraps where an alufoil laminate is used.

Constantia Flexible’s marketing and innovation management, Cora Helberg said: “Winning the award is important for Constantia Flexibles because it shows a successful application solution which helps clients to design a very convenient product and creates more opportunities for stick pack formats to be used successfully in the marketplace.”

Both forms of opening come in child resistant formats and have no impact on the barrier properties of the aluminium foil laminate.



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.