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Alufoil Trophy 2012: Wrap gives power bar a first class helping hand

The shape and high impact graphics of the alufoil wrap for the ENEXY power snack caught the judges' eye at the very beginning. Closer inspection did not disappoint and won Leeb an Alufoil Trophy 2012 in the Marketing + Design category.

"This is a very difficult shape to wrap effectively, particularly the contours of the 'hand' shape gripping this energy bar," commented head of the judging panel Antoinette Devine, global packaging consultant for SABMiller. "Leeb and its collaborators have achieved this brilliantly through clever design and use of an Alu/PE solvent free laminate."

The company worked closely with power snack manufacturer Enexy and Chocal Aluminiumverpackungen which formed, converted and helped with the ultimate design of the wrap. Leeb provided the laminate and printing.

The judges agreed unanimously that the alufoil wrap offered excellent readability and a complete adherence to the complex contours to achieve a stunning pack shape with enhanced graphics.



But they were particularly impressed by the tab opening which runs along the front of the bar rather than around it. This not only allows the consumer very easy access but, most importantly, enables them to see the entire clever shape of the bar when unwrapped rather than just exposing one end, which all adds to its appeal.

Initially marketed in Germany and Austria the ENEXY bar will be introduced into several other markets throughout the world in the near future, tapping into the strong demand for 'on the go' energy products.

Leeb's general manager Jürgen Taut commented: "We are delighted to have received an Alufoil Trophy in the Marketing + Design category. The award recognises a successful team effort from Leeb, Chocal and ENEXY. The team developed an innovative pack including new solutions in respect of form and function. Leeb were able to call on more than 80 years of product and process expertise in prepress solutions. Chocal's expertise in alufoil form technology was a vital element in the creation of the specially developed laminate. As a result Leeb was able to produce, a complex and high definition quality flexo print finish to create the excellent and unusual appearance of the pack."

"This new material, our first class print know-how and Chocal's innovative wrapping technique opens up range of possibilities for other applications – not only for confectionery bars," added Roman Padotzka, sales director at Leeb.

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.