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Container holds the key to safe distribution of medical device

A particularly durable, very high barrier container based on a deep draw aluminium tray, plus a consumer friendly peelable lidding foil, has scooped an Alufoil Trophy 2014 for **Constantia Flexibles** in the Product Preservation category. The pack, designed for a drug delivery device manufactured by GlaxoSmithKline (GSK), struck the judges for its particularly effective performance and ease of use.



The **CONSTANTIA Safemax**, a resilient container comprising ribbed alufoil plus lidding foil, enables the drug delivery device to be extremely well protected from moisture ingress while also shielding it from damage due to impact or movement during distribution.

Reflecting the views of the awards panel, head judge Dr Mark Caul, technical manager for packaging at Tesco explained, "The highly effective way the device is tightly held, combined with the overall strength of the pack, makes it a true innovation and a first class combination of material, design and efficacy. Given the other benefits which the alufoil offers in addition to those attributes, such as barrier protection, then this is a winner in every respect in this category."

The design brief from GSK was for the development and industrialisation of a radically different method of containing, protecting, and delivering a vitally important inhalation device to the global market. The device/medicines are targeted at both Chronic Obstructive Pulmonary Disease (COPD) and chronic asthma patients.

David Strickland, key account manager at Constantia Flexibles, in thanking the judges said, "This award recognizes the excellent and successful working partnership established between supplier, machine supplier and customer over several years, in this case ourselves, HLM Tooling and GSK. The Alufoil Trophy is now internationally regarded as a major recognition of technical innovation throughout the packaging industry. We are delighted Ellipta has been given such an important mark of respect."

The company and its partners utilised their expertise in aluminium conversion technology and knowledge of the material's packaging attributes to deliver a world first for inhalation device supply. This included retaining features that account for manufacturing tolerances in the device while absorbing impact that can occur during transportation, as well as meeting demanding quality, hygiene, regulatory and product protection requirements.

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 gave a Discretionary Award. For 2014 there were 12 winners.

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 aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.