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One hundred per cent material savings with ‘total recycle’ overprinting

A ‘total recycle overprint’ process developed by Italian printing specialists **Rotoprint Sovrastampa** was recognised by the Alufoil Trophy 2014 judges with an award in the Resource Efficiency category. It has helped save multinational dairy and food producers Parmalat the costs of recycling reels of alufoil printed to lid a redundant product and enabled its use on a completely new line.



In this case, the customer wanted to launch a new flavour of fresh fruit, apricot, for its **Frutta al cucchiaio** brand, but held in stock a large amount of alufoil lidding material with a design for strawberries. It decided to see if the old stock of material could be overprinted. Thanks to ‘total recycle overprint’, it has been possible to make a complete change of the old packaging.

“The result is simply amazing as it has given back the appearance of alufoil to a piece of material which had been previously printed in many deep and concentrated colours,” explained Dr Mark Caul, technical manager for packaging at Tesco, who headed the judges for this year. “This is a very interesting approach to resource efficiency, which we normally view as using less material. But as it has saved 100% of the alufoil, which would otherwise be surplus stock, we consider it a very worthy winner,” he added.

Commenting on the award, Giovanni Luca Arici, CEO and sales director of Rotoprint Sovrastampa said, “Winning the Alufoil Trophy in the Resource Efficiency category is very important for us because it emphasizes the main goal of overprinting which is also one of our more important slogans: ‘Reuse, Reduce, Recycle’. Moreover it allows us to broadcast the benefits of this overprint technique, which is still a market niche, to all parts of Europe.”

In terms of resource efficiency the patented overprinting technology has several advantages: it allows savings on the cost of landfill and transport, it helps reduce carbon emissions as the old material is not destroyed and there is no need to produce another roll from virgin stock.

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.