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Innovative capsule reaching into new markets for aluminium foil

“Capsule for beer flavour dispenser”, a clever aluminium capsule system, containing liquid flavour syrup, specially designed for a unique beer dispensing technology has been awarded an Alufoil Trophy for Innovation in Application in the 2017 competition. The system, which allows serving multiple drink options from a single beer keg in pubs, is a joint development by **ABInBev** and **Constantia Flexibles**.



Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, who headed the judging panel, praised the development of a new capsule for use in a new market area. “This product was always on the table as a finalist in every category, because it looks good, is sustainable, convenient and is certainly technically clever. But we all agreed the strongest feature was the fact it is taking aluminium foil and capsules into a completely new market area – continuing the journey for the material.”

This ‘high-end’ aluminium capsule system is specially designed, using food law compliant materials. The colour /ink-system has also been specifically developed and is fully alcohol resistant. Also capsules are BPA NIA and PVC-free, say the companies.

Marcel Süßmeyer, Regional Sales Manager and Project Manager at Constantia Flexibles commented, “This capsule allows a new beer experience in bars and pubs. The aluminium capsules are an ideal packaging solution for convenience in use and also protection of the flavours and aroma of the syrup. The recognition of this product, which addresses global megatrends like customization or differentiation, is very pleasing. We are delighted the judges recognised we are pushing back the boundaries of aluminium packaging’s potential.”

The fully recyclable capsule offers late stage beer flavouring (at the point of dispensing) with high barrier qualities, to avoid the scalping/degradation of sensitive and concentrated flavours in individual syrups over the whole shelf-life period. A completely new dispensing system was also developed. A major consideration was the piercing performance of the aluminium foil lids in the dispensing system.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave an award for Application Innovation. For 2017 there were 10 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

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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.