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## **Aluminium foil offers pack appeal for both humans and pets**

A new **Bone-Shaped Container** pack, designed for wet dog food, has scooped an Alufoil Trophy 2017 in the Marketing & Design category, thanks to its unique shelf appearance and impact. The entire aluminium foil pack, which has been created by **Constantia Flexibles** for German pet food manufacturer saturn petcare, is printed to underline bones as one of any dogs' favourite foods.



Head of the judges, Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, explained their decision, "Before the dog can enjoy its food the product has to appeal to the human who buys it. This pack is so well designed it makes you want to pick it up and you know what it is without a strong branding message. So, for the consumer, it can be a real decision changer – the pack impact is very strong in every detail."

In addition to the shape, printing on the container sidewall also continues the bone shaped theme. This can also prevent dents and irregularities from being visible, as well as differentiating the product on the shelf as a premium wet dog-food product, says the company.

"saturn petcare has been operating successfully in this segment for more than 25 years. Aluminium not only helps to provide the shape, but also possesses useful technical properties, helping us to achieve a long shelf life. The award recognises how very formable this metal is and secondly its excellent printing surface. We are very pleased to receive the Trophy and will continue to develop new products in which the contents and appearance of the aluminium trays go together excellently," said Thomas Neumann, Marketing & Sales Director of saturn petcare.

Other consumer friendly features of the pack include the ergonomic shape for easy opening and one hundred percent recyclability. For saturn, the lightweight empty trays are easy to stack and transport. Thanks to the total printing coverage the on-shelf impact for retailers is sure to get their tails wagging too!

*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](http://www.alufoil.org)**

**Further information:** Cédric Rauhaus, Manager Communications

*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.*