

MEDIA RELEASE



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New straight opening pouch brings sausage pack savings

Huhtamaki has re-packaged a range of famous Dutch sausages, made by Unilever brands Unox and Zwan, using a straight opening and ecological pouch, called **Straight'n'Easy**, instead of a traditional rigid metal can. The whole concept impressed the judges in the Alufoil Trophy 2017 competition, who awarded it a prize in the Resource Efficiency category.



The Straight'n'Easy pouches has created a new generation of snacks, says Huhtamaki. The film used has a multilayer design with an aluminium barrier and the patented Huhtamaki Terolen® film. It is characterised by excellent processing properties on conventional pouch machines and guarantees that the packaging can be torn open cleanly, easily and in a straight line, says the company.

Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, spoke about the pouch, "The judges liked this because it is a classic case of resource efficiency – a pouch replaces a much heavier can. In addition, we liked the fact that the pack repositions the product as a snack, due to its convenience. Plus, there is no loss of product shelf life because of the aluminium barrier."

Compared to a can, savings can be made in the field of both packaging and logistics. Primarily packaging material is saved because less is needed for a pouch than for a can.

Commenting on the award, Joachim Friebe, Director Business Support at Huhtamaki said, "We are excited that we have won the Alufoil Trophy – this award underlines our innovation competence. Winning in the category of resource efficiency is great as we always try to find new sustainable packaging solutions to minimize our CO2 footprint and we are proud that this was honoured."

The pouch material can be transported on reels – one full truckload can transport a lot more material than with cans which contributes to sustainability. For example, one pallet can have as many as 105,000 pouches on reels, so one truckload containing 33 pallets equates to 3,465,000 pouches.

The unfilled can is 5.6 times the weight of the pouch and 4.3 times heavier when filled. As there is no need for water to be used in the pouch there are additional resource savings to be made along the supply chain.

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.