

## Packed full of wellness for a better life

— *Today living better and longer is at the forefront of many people's minds - whether it is to lead a healthy, active life as well as prevent illness there is a growing move towards a "forever young" culture.*

**Health and wellbeing are high priorities** for many parts of society, in all corners of the world. Even governments are taking an active role in promoting healthier diets, better nutrition, improved hygiene and more active lifestyles. There is also a renewed focus on reducing food waste and improving the supply chain to improve the quality and quantity of food available globally.

At every step in this process aluminium foil has a part to play and an increasingly important one. Whether it is a humble seal on a container or bottle; a pouch filled with nutritious juice, liquid or dried food; a food container keeping food fresh and safe; or a pill pack which increases the lifespan and efficacy of the drug in hostile environments, alufoil's unique qualities are a vital component in the story.

Advances in pouch design, laminates and filling processes mean that this pack format, particularly those using alufoil, are an increasingly common 'package of choice' for both consumers and manufacturers. They are ideal for 'on the go' products such as healthy fruit juices and energy giving drinks and the fun designs and print options available make them popular with children, a key target group.

But even the seal on top of containers for the huge vitamins market or probiotic drinks play a vital role in keeping these products in prime condition and offering a clear sign of tamper evidence. Not only does the alufoil keep the moisture or microbes out, it locks in the goodness of these wellness products.

### interpack 2014

EAFA is exhibiting in Hall 10 Stand C53 and invites you to the stand to see the many features and activities including:

- Foil & Taste
- Alufoil Trophy 2014 Winners

For more details see page 4 ///



Laminates too, either on the inside of drinks cartons, or used for food packaging mean pack formats containing alufoil are a standard option for major drinks and ready meal manufacturers. Many producers of fresh products too, such as dairy and meats, find the added barrier properties of alufoil help keep their products fresh for longer – and they look attractive too!

For pills the advances in lamination and sealing, added to the traditional alufoil properties which prevent ingress of light, air, moisture and odour, mean that the new generation of biopharmaceuticals as well as existing drugs, have found a safe haven to help them retain their efficacy over long periods and are able to be stored in humid or very hot environments or even very cold and wet areas without damage.

Toiletries such as shampoos, creams, perfumes and antiseptic wipes in sachets and pouches mean these are available in more and more areas of the world and where storage conditions may not be ideal. These portion packs also help to prevent wastage and spoilage of, often delicate, products – as well as offering excellent convenience and portability when travelling.

Consumers have come to trust alufoil packaging to keep all types of 'healthy living' products in perfect condition over long periods and by offering added value through being a convenient for everything from food and drugs to cosmetics and even household products. Indeed in the kitchen some designs of foil help to save energy when cooking and therefore not only contribute to the household budget, but also to a greener planet! ///

## INSIDE

- 2-3 // ALUFOIL FOR A LONG AND HEALTHY LIFE
- 4 // SUSTAINABILITY – BOTTOM ASH RECOVERY
- 4 // INTERPACK
- 4 // NEW CLOSURES WEBSITE

## Alufoil for a long and healthy life

# Strong and simple pharma packs

**Combining ease of use with protection** is a feature of alufoil packs. Amcor Flexibles' soft-peel sachets provide convenient opening as well as visible product integrity - ideal, it says, for the packaging of oral dissolve strips, transdermal patches, diagnostics and other pharmaceutical products.

The high-barrier, peelable lamination seals and peels to itself, allowing for easy-opening, convenient product dispensing, portability and unit dosing. Amcor's peel technology is built into the high-barrier aluminium laminate providing a soft and consistent peel.

With a consistent and homogeneous seal layer for optimal product safety; plus cohesive failure which shows visible seal integrity – so proof when the pack is opened; – the sachet has a wide number of uses.



Other benefits include its compatibility with different sterilization techniques and that it is both Regulatory and GMP compliant. These packs come in a large range of barrier materials and thicknesses, with different combinations available, including clear-barrier materials. ///



**The MediCan from Amcor Flexibles**, an aluminium container for healthcare products, is designed to meet the most stringent packaging requirements of the pharmaceutical and medical industry. This product combines the strong barrier of aluminium - against light, moisture and oxygen - with the high stability of containers, providing high product protection with significant shelf life extension.

Particularly suitable for inhalers and diagnostic devices, which usually require a total protection from moisture, it can be designed in different shapes and also incorporate N'CRYPT®, Amcor's proprietary portfolio of anti-counterfeit features.

## Drug compliance

**Packs containing alufoil** have a long tradition of being at the forefront of healthcare compliance and protecting both the patient and the drug itself from harm. Modern technology and design enables anti-counterfeiting and compliance features to be included.

Since the very first blister pack, over 50 years ago, designs incorporating alufoil have helped to facilitate easy opening, improved portability and discretion of dosing, along with reclosability and robustness in use.

Further factors include intuitive use of the pack, clear instructions and use of icons and colours to aid understanding of the dosing regime. In addition, clear and concise patient information is possible together with the use of reminders and pictograms.

For more information on compliance issues see: [www.hcpc-europe.org](http://www.hcpc-europe.org) ///

The container offers both total protection and consumer convenience thanks to the easy-open lid and can be designed in a number of appealing shapes that can use the same filling lines, giving the filler flexibility of potential end user applications. ///

## Pouring out vitamins

**Simple delivery of nutrition** and vitamins in convenient packs helps reach a bigger audience. An innovative new 'carton bottle', combidome, from SIG Combibloc, is being used by major German juice supplier riha WeserGold Getränke for its not-from-concentrate 'Naturella' brand. The premium juices come in orange, pineapple and grapefruit with further products set to follow.

The juice market is highly competitive so it is im-



portant to stand out from the crowd of competing products. But to make a lasting impact, a packaging concept needs more than just a good, eye-catching exterior. The protective composite structure is made primarily of raw paperboard and polymers and added to this is a thin aluminium layer, which protects the product from light, oxygen and external odours. It is topped with the single-action domeTwist screw cap.

At 28mm, the internal diameter of the closure is very large making for extremely smooth pouring action, so users can drink straight from the carton. The closure is moulded onto the 'neck' of the package – the 'dome' that gives combidome its name. ///

**AMPAC Flexibles' pre-made**, 4 -ply retort stand up pouch featuring a 4 layer laminate with alufoil is shaped in-line on Totani equipment and also has a retortable spout, which has an alu tamper evident seal under the cap. This example features Crema de Leche, for Nestle Columbia. However the pack



is used on many other applications. The laminate is constructed from PET 12 / ALU 8 / OPA 15 / CPP 70 micron with reverse printed PET roto-gravure. The whole assembly is retortable to 121 degrees C.

Crema de Leche is a delicious and nutritious product and the high quality print finish available reflects the quality of the dairy cream, while the alufoil barrier layer offers extended shelf life. In addition It is easy to open and easy for the consumer to use. The pouch design with spout enables complete dispensing of the product. So there is no waste and plenty of nutrition! ///

## Alufoil for a long and healthy life



**Honey is one of the most amazing** products on the planet, just like aluminium it can go on forever. It never goes bad! Archaeologists have found 2,000 year old jars of honey that are still edible. But of course to keep it in perfect condition and provide modern consumers with convenient portions, alufoil has an important role to play.

Carcano Antonio is providing lidding material for these attractive portion packs of honey for G.B. AMBROSOLI of Italy. The material is 30µm printed alufoil with a heatsealing coating on the reverse side. The barrier properties help to maintain the sweet and delicious liquid in first class condition and make it easy to serve.

The benefits of honey go beyond its great taste. A natural source of carbohydrates, which provide strength and energy to the body; it is also an immune system builder. It's antioxidant and anti-bacterial properties can help improve digestive system

## Spreading a little goodness

and help general health and fight disease. And it possesses carcinogen-preventing and anti-tumour properties too! ///

**The trend to healthy eating** and eliminating unnecessary food waste means more products are packed in handy alufoil container portion packs and these include fish with omega 3 and, of course, organic foods. The absolute barrier of the alufoil ensures the valuable nutrition elements are protected and the shelf life extended. Additionally the packaging is easy to use and is fully recyclable.

Constania Flexibles supplies Stabburet, a leading Norwegian food producer, part of Orkla Foods, with an alufoil pack designed to complement the original yellow cans of mackerel fillets in tomato sauce, produced since 1958. Today the portion packs of



mackerel spread come in several variations with different flavours, textures and sizes – a great addition to a traditional range of healthy eating! ///



**Rama products from Unilever Group** have, for over a decade, been recognised as a sign of a healthy diet. The range of margarine spreads are made from pure vegetable oils. And to protect the valuable ingredients, each pack Rama has, in all that time, included an additional foil sealing lid.

Constania Flexibles's Low Seal Lidding provides a tight and peelable seal on PP and PS containers at significantly lower temperatures. To achieve the low temperature seal a co-extrusion coating of selected polymers replaces the normal lacquered sealing layer. The result is an attractive alufoil-based lid that eliminates the risk of shrinkage of the sealing area, which can lead to badly fitting snap-on lids. ///

## Aluminium and health examined

**Highlights from EAA fact sheets** on Aluminium and Health offer some interesting data.

- Aluminium is found in almost every form of vegetation and life on the planet, including humans. Quantities in the body are very small, between 30 and 50mg, and are easily absorbed and excreted by most people.
- There is no known biological role for aluminium, it does no harm and only in hydroxide form is it used safely and effectively as an antacid formula for gastric or renal problems.
- In water filtration aluminium sulphate is used as a flocculating agent to remove potentially harmful bacteria and organisms.
- Alufoil used in food and medicine packs has very low levels of migration and any absorption by food and drink products are easily excreted by the body with no harmful effects.

The fact sheets are available for download – [www.alueurope.eu/health-fact-sheets](http://www.alueurope.eu/health-fact-sheets) ///

## Healthier food by design



**In a world where weight** is a major health issue the Novelis type 651283 BBQ tray has been designed to collect the fat produced when cooking meat by much more effective means and take it away from the sausage, steak or burger. That way you only eat the nutritious and healthy protein and not so much of the fat it is generating!

The tray has an additional circumferential rim to collect fat, compared to conventional BBQ trays with only longitudinal ribs. So more liquid can be collected as it exits from the grilled food. ///

**Plus Pack has a slightly different idea** but with equally healthy results. The VistoPac with grill insert, which comes in two sizes, is another BBQ product, this time a plastic container with a perforated aluminium insert for BBQ.

The solution combines plastic outer packs and the inner alufoil tray – which is perforated with ribs and includes built-in handles - making the handling of the tray easy for the consumer. The alufoil tray can be placed directly on the grill and the perforation ensures meat juice is transported away from the cooking area. This makes the BBQ more hygienic says Plus Pack and easier for the chef at home. ///





## Sustainability and Association News

# Cash in the bottom ash – from alufoil

The preferred recovery solution for aluminium packaging is through well managed, separate collection and recovery schemes. A complementary approach offers still further aluminium recovery opportunities from the household waste fraction which is sent for incineration in many European countries by extracting the aluminium out of the incinerator bottom ashes.

After iron, aluminium is the most abundant metallic component of incinerator bottom ash, originating largely from used aluminium and other metal packaging not collected separately. Today, most Waste to Energy (WtE) plants extract non-ferrous metals from this bottom ash in quantities ranging from 0.5 to 3.0%, with aluminium being the largest component. The value of the extracted aluminium can repay the cost of the initial investment in separation equipment in less than a year.

A recent series of studies shows that only a minor part of the aluminium is burnt during the incineration



Molten aluminium and cans recovered from bottom ash (picture courtesy of EAA)

process. When this happens the surface layer oxidises into its oxide  $Al_2O_3$ , releasing a similar quantity of energy to the combustion of plastic, paper or oil. However, this outer aluminium oxide layer appears to prevent the aluminium substrate from further oxidation.

Five tests carried out by European Aluminium Association and supported by EAFA measured the percentage of the metallic aluminium content in the WtE bottom ash and the transfer ratios of even thin

gauge aluminium foil into the bottom ash are encouragingly high which is probably due to the protective influence of the dense oxide layer.

Studies indicate that once molten, the liquid aluminium tends to form small droplets, dramatically reducing the surface available for oxidation. For example, during incineration, a square piece of household foil 10 x 10cm with a thickness of 17µm reduces to less than 1% of the surface area of the original foil. Molten aluminium droplets are able to flow through the metal burning grate into the bottom ash where it can be extracted.

Taking 2006 as the reference year, it has been calculated that on average there should be 2.3% metallic aluminium in European bottom ash which could be recovered. This equates to an impressive tonnage of aluminium 'hidden' in the European waste stream equivalent to the output of a modern medium-sized smelter. ///



EAFA is gearing up for the biggest packaging event of 2014 with a busy program of activities to show off the many benefits of alufoil packaging to the global audience who will descend on Düsseldorf next May. The Association will have a stand in Hall 10, which

## Action packed interpack!

will be shared with FPE and EAA and, as in previous years, will provide members and their guests with a meeting point and information centre.

A feature of the stand will be a Foil & Taste feature with different themes for most days – including wine, coffee, chocolate and even cocktails. Experts will be on hand to explain the benefits of alufoil

packaging in these markets and demonstrate some of the latest developments.

As part of the SAVE FOOD program EAFA is co-operating with members Amcor, Hydo and Wipf to show the many positive contributions made by alufoil and foil based packaging in the 'innovation park – packaging' section. ///

## New look for Closures website

The 'Aluminium Closures – Turn 360°' campaign, successfully launched at the end of 2012 to promote and heighten awareness of the benefits of alu closures within the wine sector, has been extended to include the wide variety of other markets served such as spirits; oils and vinegars; water and beverages; as well as wine.

Reflecting the developing market in aluminium closures and the many advantages of this style of bottle top, the website's new content, supported by

dynamic imagery, includes additional market and application information along with supporting facts and figures.

With easy navigation, visitors to the site can quickly access information on the many benefits which aluminium closures offer in areas like taste and quality, sustainability and recycling, convenience, technology, cost efficiency, and design. The website has been designed to offer users a better experience and learn more quickly and easily about the many

Image to go here

positive aspects of using aluminium closures for a wide range of bottled products. The website can be accessed at [www.aluminium-closures.org](http://www.aluminium-closures.org) ///