

*April 2009*

Winner of an Alufoil Trophy 2009

## **Developing ‘on the go’ markets**

Drinklid, from Teich AG (part of Constantia Flexibles Group) which features an innovative co-extruded double layer film with laser perforation, was awarded an Alufoil Trophy 2009 for its use on milkshake drink cups from Tine, of Norway.

The double-layer film features Alufoil/laser cut PP, and when the consumer removes the soft-peel alufoil layer a precisely positioned drink opening is exposed in the coextruded PP film layer. Produced by laser technology, which allows 2D shapes to be cut to a defined depth without contact or pressure, the drink opening is soft and tactile creating a convenient pack suitable for ‘on the go’ markets. An added advantage is that the Drinklid will run on existing packaging lines for products served in cups.



The Tine milkshakes are currently available in chocolate and strawberry flavours. The lids can be printed in rotogravure or UV-Flexo and are suitable for a range of dairy drinks including yoghurts and other milk-based drinks.

The use of the concept is being extended to other ‘on the go’ markets for confectionery and snack products such as chocolate pieces and nuts, and has been re-named the “Comfor Lid”. The lid development is ideal for easy and controlled dispensing in to the hand.

Head judge Hilka Bergmann, director packaging research at EHI Retail Institute in Germany, said: “This innovation aimed at consumer convenience provides real proof that alufoil along with partner materials and technical advances like laser technology can combine to provide brand owners with exceptional opportunities.”

“Winning an Alufoil Trophy 2009 honours our creativity and underlines our openness to investing and developing in new technologies adding convenience,” said Dr. Martin Kornfeld – Head of Constantia Flexibles R&D. The annual Alufoil Trophy is organised by the European Aluminium Foil Association.

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*High resolution pictures of all winners are available at [www.alufoil.org](http://www.alufoil.org).*

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