

MEDIA RELEASE



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Shelf ready aluminium foil container stands up to the test!

The **Shelf Ready Smoothwall Container** from **i2r Packaging Solutions** stood up to the tests of the Alufoil Trophy judging panel to be presented with a 2019 award for Marketing + Design. The container is designed particularly for 'ready to cook' vegetables and is able to stand in the upright position on a supermarket shelf, giving consumers a unique and direct view of the product being displayed.



“This is a simple idea, offering an opportunity for greater retail impact, which can also have major benefits in other areas of the supply chain. The removal of the usual paper sleeve and adding the stand up feature, for such a product container, has clear benefits for marketing as well as the environment. Also it can be sold as a ‘ready to cook’ product. The lid space can be used fully to give the container greater shelf visibility,” said Laura Fernandez, Senior Packaging Technologist at Marks & Spencer, head of the judging panel.

By designing a combination of a strengthening structural step below the rim and incorporating internal strengthening ribs which flow into the base of the packaging, there is no need for an outer cardboard sleeve/carton, used for additional product protection. Both design features allow for an additional gauge reduction, resulting in less packaging weight and a further environmental benefit.

Most containers used for this type of packaged food are merchandised on their bases limiting the product visibility to consumers and increasing the risk of shingling and misplacement. The typical artwork included on outer cardboard packaging can now be incorporated directly onto the perforated film lid.

Jon West, i2r Packaging Solutions’ Commercial Director commented, “It’s a huge honour to receive this year’s Marketing + Design award for our latest product innovation. Our strategy to provide customers with innovative packaging solutions is at the heart of our company and we’re really pleased to see that this has been recognized by the aluminium foil industry, as well as in our marketplace.”

The ability to use a perforated film for the lid is an additional design benefit. It can extend the shelf life of vegetable based products by enabling slow release and controlled air flow when the products are packaged on top of each other during storage or distribution.

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. For the Alufoil Trophy 2019 there were nine winners.

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

The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe. www.alufoil.org

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