



Impress Release
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Alufoil Trophy 2010 for Impress advanced Easy Peel® end

The European Aluminium Foil Association (EAFA) has awarded Impress the prestigious Alufoil Trophy 2010 for the Easy Peel® diameter 153 end and its overall excellence in five categories.

This new lightweight, smart end for 153mm traditional diameter cans and round microwaveable trays, offers a high degree of convenience for consumers and easy application for food processing companies. The end is offered as an alternative to traditional open top ends and is compatible with existing 153mm diameter filling lines in the ambient and chilled ready meals, vegetable, soup, stew and pasta markets. The end is printable using a variety of printing techniques including digital, flexo and gravure thus offering an excellent opportunity product differentiation at a reasonable cost.

The Easy Peel® consists of a steel ring on which Amcor's Alufix® foil is heat-sealed. The Easy Peel® is then double seamed onto a steel can or tray and can be sterilised in both batch and continuous retorts (Easip®). An Easy Peel® end is 50% lighter than a standard end reducing even further the carbon footprint.

Jean-Francois Jouillat, Impress Research and Development Manager for Peelable Ends, commented, "We are extremely happy to win the Alufoil Trophy 2010 especially as the award has been given by a jury of top-level experts."

"This is an excellent extension of the Easy Peel® range and provides a lightweight and convenient option for brand owners, retailers and the consumer," said EAFA head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovations manager for Sainsbury's, the UK retailer.

The award ceremony will take place at Impress Research and Development centre, Crosnières, France, in April. Spanish canned vegetables Group Riberebro, will receive one of the trophies: "This is the result of an active collaboration between Riberebro and Impress. We are seeking to bring a new range of ready-to-eat meals to the market under our premium brand, Gutarra utilising the new Impress end," said Mayte Miner, Riberebro Research and Development Manager.

Alufoil Trophy 2010, organised by the European Aluminium Foil Association, was split into five categories for the first time in 2010 - Consumer Convenience, Design + Marketing, Product Preservation, Resource Efficiency, and Technical Innovation. The new format attracted 64 entries with 13 winners, and was heralded a great success by judges and the alufoil sector.

Impress is a global market leader in the consumer metal packaging industry. It is the largest supplier of: seafood cans (worldwide), aerosol cans (Europe and Australasia), cans for paints and coatings (Europe) and cans for infant and nutritional milk powders (Europe). Impress is also the second largest supplier of heat processed food cans in Europe and Australasia. Impress is based in Deventer, the Netherlands and had worldwide sales of approximately €1.8 billion in 2008. It employs around 7,600 people in 57 facilities in 22 countries in Europe, North America, Australia, New Zealand, Japan, the Seychelles and Morocco.

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