

Huhtamaki

Customer magazine
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ENGLISH

IMPULSE

Flexible Packaging

Screwed on!
The clever cap for
coffee beans

Stimulating your appetite for snacking
Unilever launches new packaging for
mini sausages

Excellent all round
Refilly impresses with outstan-
ding overall performance



Dear readers,

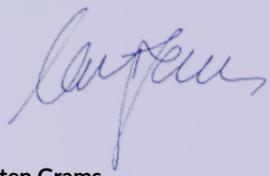
Once again, some of our innovations have been successfully launched. Tchibo has introduced a new form of packaging for coffee beans in which our film is used. The ingenious thing about the packaging is a practical aroma cap, which enables consumers to open the packaging with ease, portion out the beans, and keep them fresh.

For our Refilly coffee packaging for Illy, the Italian coffee roasting company, we recently received great praise in the form of an award in the Alufoil Trophy competition – our innovation impressed the renowned jury in the „Overall Excellence“ category.

We are extremely proud of a new snack packaging for mini sausages in which our defined, easy-to-tear PP film Terolen® is used. This solution has already been used successfully for several years in the field of stand-up pouches for wet pet food. We have now succeeded in transferring the innovation over to another area of application as well. Examples like this confirm to us that clever new packaging ideas can contribute towards the market success of your products.

At the beginning of June, we will be presenting our innovations in the field of tube laminates at the CosmeticBusiness trade fair in Munich. We would be delighted to meet you there.

I hope you enjoy reading this issue!
Best wishes,



Carsten Grams
General Manager Sales & Marketing
Flexible Packaging Europe



Stimulating your appetite for snacking

Unilever launches new packaging for mini sausages

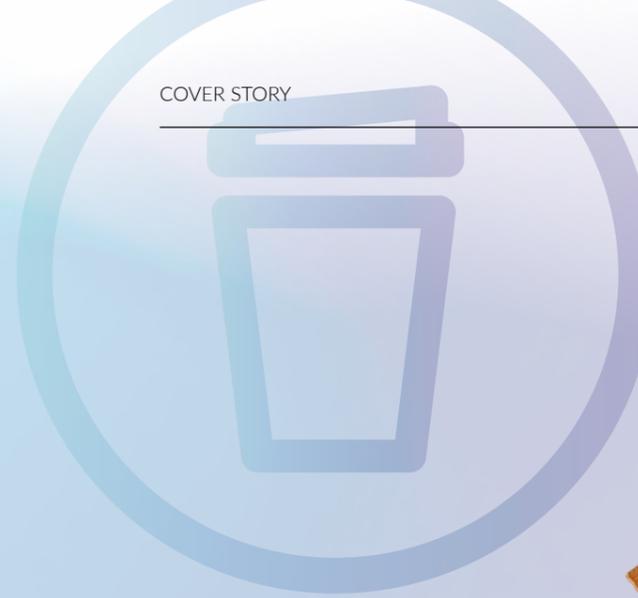
In the past, the mini sausage snacks belonging to the two Unilever brands Unox and Zwan have traditionally been packaged in tin cans with liquid. Unilever has now also chosen a new stand up pouch concept – this should help transform its image from a cheap meat product to a high-end sharing snack to enjoy between meals.

As there is no longer any need for liquid in new pouch packaging, the product is now of interest to completely new areas of application – and therefore target groups as well. For example, the mini sausage snack can be enjoyed when driving or on the couch at the end of a long working day. The lack of any liquid means that the mini sausages can be removed from the packaging and eaten without making any mess. Of course, the mini sausages can also continue to be packaged in the traditional way with water.



The film that is used has a multilayer design with an aluminium barrier and the patented Huhtamaki Terolen® film. It is characterised by its excellent processing properties on conventional pouch machines and guarantees that the packaging can be torn open cleanly, easily and in a straight line. The packaging which can be sterilised enables the mini sausages to be preserved in the film by means of a sterilisation process. When compared to a tin can, huge savings can be made here in the field of packaging and logistics.

The new packaging is currently being distributed in the Benelux countries. In Belgium, it has been launched on the market under the brand „Zwan-Break“, and in the Netherlands as „Bier bommetjes“ and „Borrel Knaks“ by Unox. Whereas in Belgium, the preference is for the mini sausages to be served cold and with mustard; the Dutch prefer to eat them as a warm snack, heated up in a pan or microwave. The long-term aim is to position it as a „snack on the go“ within the premium segment internationally, and thus to tap into a new target group. It is petrol stations or snack shelves in the supermarket that are the primary points of sale for the innovative pouch packaging.



Screwed on!

The clever cap for coffee beans

Successful trio: In close collaboration, Tchibo, the machine manufacturer Bosch and Huhtamaki have designed a new packaging for coffee beans with a practical, plastic screw cap. Instead of the conventional PET based packaging for coffee, we developed an OPP/aluminium/PE laminate that is now used.

The structure enables the screw cap to form a perfect seal with the film and guarantees that the packaging is reliably air-tight. As a result, the innovative coffee packaging offers three key advantages: secure re-sealing, simple dosing and freshness. A highlight for coffee connoisseurs and espresso lovers – Tchibo currently exclusively offers the patented aroma cap for the premium coffees Barista Espresso and Barista Caffè Crema.



Open, pour, close: consumers can dose the quantity of beans they desire quickly and easily without any spillage. The packaging is tightly re-sealed immediately afterwards. In this way, less oxygen reaches the beans compared to all previous sealing methods. Decanting into coffee tins and sealing them with adhesive tape or a rubber band are thing of the past! Thanks to the packaging creation we have jointly developed. Coffee fans will be delighted!



Excellent all round

Refilly impresses with outstanding overall performance



Each year, the Alufoil Trophy competition presents awards to outstanding products made by international film manufacturers and converters.

In 2016, the jury selected ten winners from a total of 65 entries in five categories. It also presented an „Overall Excellence“ award for the product that was able to score highly in all categories – this year it was the Refilly made by Huhtamaki!

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The award is great praise for a new form of our Cyclero concept, which delivers exceptional performance in terms of its qualities. For the Italian coffee specialist illycafé, Huhtamaki Flexible Packaging developed the three-dimensional round pouch, which is based on the tried-and-tested Cyclero concept („flexible can“, also made by Huhtamaki). The special packaging is made from an aluminium-based structure of four materials and was THE highlight of the Trophy competition.

The flexible refill pack is easy to open, preserves the coffee aroma, and reduces the weight of the empty packaging by 80 percent. In addition to its indisputably high functionality, the appearance of the packaging and the product name Refilly were also judged for the award. From a marketing point of view – in the unanimous verdict of the jury – both are a perfect match for the effective packaging. We are delighted with this accolade and are proud to be able to enrich the industry with our innovation!

CosmeticBusiness on 8th and 9th June in Munich

Following the huge success last year, Huhtamaki will be participating in CosmeticBusiness for the second time. The cosmetics sector is one of the most important market for tubes, and the appearance of the packaging in this segment is a crucial sales factor. That is why we are constantly working on developing our tube laminates. We would especially like to present our laminate „SilverGlam“ to you at the trade fair, which is guaranteed to attract attention thanks to its lustrous appearance. We look forward to meeting you at our stand C17 in Hall 2!



EXHIBITIONS

From 4th to 6th October 2016, we will be at the CPhI in Barcelona and look forward to your visit!



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