

# Best Consumer Pack – Food and Drink

Sponsored by Alcan Packaging



Media supporter Food & Drink Matters - William Reed

## Solving the elusive quest Gold

**Name:** VISIOPAC® ALU – The Dome

**Entrant:** Nicholl Food Packaging

**Packaging Manufacturers:**

Nicholl Food Packaging and ANL Plastics

**Users:** Carrefour; Westvlees

*“This pack combines the customer convenience of an ovenable aluminium foil tray with the theatre of a clear plastic dome for 3- dimensional products. At the same time it solves the elusive quest for seal integrity in this product format.” – Judges’ comment*



Consumer convenience, security and good on-shelf visibility are the key attributes of the Visiopac® ALU Dome. The 115mm smooth wall alufoil tray with flange is topped by a transparent and anti-fog APET Dome.

The gas-tight APET dome is sealed by an easy peel printed paper ring onto the unlacquered aluminium foil tray. The easy-open 4-colour printed paper ring is sealed with equipment from Sealpac, of Germany, and its Dutch agent Ultrapak.

An additional advantage of the easy-peel paper sealing ring is that it can be used to print cooking instructions, product information or images.

Already well-received by retailers across Europe, the oven-to-table development is designed for consumer convenience and is packed in a modified atmosphere to give extended shelf life.

The pack for which a UK launch is underway is being used by Carrefour and Westvlees for roasting meats. It is attracting interest from a variety of markets including poultry, meat processing and pastry.

### Sponsoring company Alcan Packaging commented:

*“A truly innovative product combining convenience with improved pack integrity. By enabling metal and plastic to seal, a retailer and consumer friendly solution has been created.”*



## Silver

**Name:** Chicken Dome

**Entrant:** Rovipak Packaging Solutions (RPS)

**Packaging Manufacturer:** Promotional Forming & Finishing (under licence from RPS)

**Brand Owner:** The Black Farmer

**End User:** Sainsbury's

*The RPS ‘Chicken Dome’, a patented solution for poultry packaging, is a clear, deep drawn tray made from virgin APET that is profiled to follow the contours of the bird. Weld-sealed film underneath the bird stops product juices seeping out and has a hermetic seal to prolong shelf life. The Dome is treated with an anti-fog agent to ensure product visibility.*

Also winners of Bronze Star Best Shelf Ready Pack and Bronze Star Best Component

## Silver

**Name:** Glenmorangie Gift Range

**Entrant:** Field Group

**Packaging Manufacturer:** Field Packaging - Bradford

**Brand Owner:** LVMH

*A range of innovative cartonboard packs to hold combinations of whisky and premium gifts. Unique attributes are the use of a combination of low calliper cartonboard blanks wrapped around corrugate inner walls to give good rigidity. Special features include: outer grained board; a bespoke Leather Tab with Deboss; special Vac Form material and Paper Overlay; and a varnish finish.*

Also winner of Silver Star Best in Creative Cartonboard Packaging



## Bronze

**Name:**

Knorr Ragù

**Entrant:**

Design Bridge

**Glass Packaging**

**Manufacturer:**

O-I

**Brand Owner:**

Unilever Best Foods

**Name:**

Highland Park Whisky Pack

**Entrant:**

Field Group

**Brand Owner:**

The Edrington Group

**Name:**

Kenco FreshSeal by RPC

**Entrant:**

RPC Group

**Brand Owner:**

Kraft Foods