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## Alufoil Trophy 2010: **Cooking Made Easy**

**Advanced Packaging Supplier's** Easybag Cooking®, a new alufoil concept for foods including meat, fish and vegetables, won an Alufoil Trophy 2010 for **Overall Excellence**.

“This clever idea, originally designed for military use, provides an interesting addition to the consumer market,” stated head judge Terry Robins, retail and technical packaging consultant and a former technical and packaging innovation manager for Sainsbury.

The flexible alufoil bag, manufactured from four alufoil walls with a plastic lid, can be frozen to -35°C or cooked, with or without the plastic lid, at up to +240°C. Suitable for vacuum packaging techniques, it tolerates up to 90kg pressure.

Easybag Cooking® can be used for roasting, steaming and can be placed on the BBQ. Suitable for both industrial and consumer applications, it is available in three sizes for industrial use and a new smaller 1,000ml version is designed for the consumer oven. It can be filled with both semi- and fully-automatic machinery.



Advantages claimed for the concept include ease of welding and vacuum packaging, while providing good form depth. Savings in logistic/warehousing also provide environmental savings with one catering company reporting that the use of Easybag Cooking® in comparison with semi-rigid containers with separate lids has reduced transportation from three to two loads.

Lasse Jørgensen, CEO - Director, Advanced Packaging Supplier, believes winning an Alufoil Trophy 2010 will extend the market for the Easybag. “Product development has been difficult, long and hard, but the idea was too good to just throw away!”

**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.**

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

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