



# NICHOLL NEWS UPDATE

News from Nicholl Food Packaging Group

## AWARD WINNING INNOVATION

- ◆ Alufoil Trophy Winner is “attractive, resource efficient and consumer friendly”
- ◆ 12% less material and 7% lighter
- ◆ Consumer convenience combined with efficient production line performance



Nicholl Food Packaging’s recently-launched Micro-Rib™ aluminium foil food tray has won an Alufoil Trophy in the Resource Efficiency category, with the judges praising its lightweight properties and advanced manufacturing process, which deliver noticeable environmental benefits.

Micro-Rib™ features cutting edge tool design which, along with Nicholl’s ongoing development of alloys, offers manufacturers the lowest weight food tray whilst still delivering the strength and appearance of a traditional smoothwall tray. The tray incorporates a minimum 12% less material compared to standard trays, making it 7% lighter than its lowest weight competitor with no reduction in cubic capacity.

A smooth flange area ensures good heat seal integrity, and the custom-designed rib technology creates added rigidity to provide the necessary strength for efficient production line performance. The rib design also allows space for brand logos on the base.

Alufoil Trophy head judge Terry Robins praised the Micro-Rib™ as “attractive, resource efficient and consumer friendly.”

Typical applications include ready to cook meat, poultry, fish, roast potatoes, barbeque meats with marinades, and roasted vegetables.

Customers can also further enhance their environmental profile by specifying delivery of the trays in plastic pallets, which reduce outer packaging waste.



 Alufoil Trophy

*“Winning a coveted Alufoil Trophy ideally demonstrates Nicholl Food Packaging’s vision and determination to develop trays that not only benefit the end user but also deliver environmental benefits to meet the concerns of manufacturers, retailers and consumers.”*

John Griffiths, Group Chief Executive, Nicholl Food Packaging

