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Alufoil's role in reducing environmental impacts of food and drink products explained

Global Aluminium Foil Roller Initiative website relaunched

Prior to the world leading ALUMINIUM exposition the Global Aluminium Foil Roller Initiative (GLAFRI), which supports foil growth globally and coordinates information on sustainability and recovery, relaunched its website, www.global-alufoil.org.

In line with objectives of GLAFRI to build 'one voice' on foil sustainability issues globally the animation video on Alufoil's role in reducing the environmental impact of food and drink products is now available in 10 languages, including Chinese, Japanese and Portuguese, representing all major markets for foil globally.

"With the support of 35 foil rollers from all major foil producer areas worldwide, and five global key suppliers to our industry, we now support promotion in key foil consumption regions. This enables foil producers to make use of tailor made messages to customers and other stakeholders about the benefits of foil to protect food and drink products, as well as to reduce food waste" said Stefan Glimm, global co-ordinator for GLAFRI and Executive Director of the European Aluminium Foil Association.

"Of course, we would be glad to welcome more foil producers to support our initiative and further enhance market growth for aluminium foil worldwide."

To experience the website in either English, Chinese, Portuguese or Spanish visit www.global-alufoil.org.

Further information:

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The Global Aluminium Foil Roller Initiative is supported by foil rollers (AFM aluminiumfolie merseburg, AL INVEST, Alcoa, Alcomet, Amcor Flexibles, ASAS, Assan Alüminyum, Carcano Antonio, CBA, Cihan, Comital, Constantia Flexibles, Constellium, Dare/Danyang, Dingsheng, Ess Dee, Eurofoil, Garmco, Hindalco, Hulamin, Hydro, Impol, Inasa Foil, Kunshan Aluminium, Laminazione Sottile, Noranda, Novelis, OARC, SAM-A, Symetal, TLM, Toyo, UC Rusal and Xiashun) and their suppliers (Achenbach, Kampf, IAI, Novelis PAE and Thiel & Hoche) from around the world. It coordinates actions on sustainability in order to support foil market growth and promote innovative development. Almost 10% of the annual global aluminium primary production is converted to aluminium foil.