

July 2009

Sustainability tops the EAFA agenda

New president spreads the message

François Coëffic, President, Foil & Technical Products, Novelis, has been elected president of the European Aluminium Foil Association (EAFA), and chairman of the Roller Group.

Elected at EAFA's Annual Assembly held in June, François Coëffic told a packed audience, "I am honoured to have been elected to this prestigious role and I am committed to continue EAFA's pro-active strategy designed to promote and support efforts on sustainability."



François Coëffic emphasised that the European Foil Industry as well as the European Packaging Industry was severely challenged by the global economic downturn and that it was even more important for the European Industry to drive towards sustainable development and technical innovation.

"Sustainability is a key challenge for the alufoil industry, just as they are for the complete packaging sector and all parts of industry. Among the many projects being undertaken by the association are a series of Life Cycle Assessments (LCAs) of food products packed in alufoil-based packaging with latest assessments on yoghurt, chocolate and lasagne."

François Coëffic concluded: "While the industry is continuously improving performances in light weighting, recycling and energy efficiency, one of the major challenges is to create real consumer understanding the key role of foil packaging in saving resources."

The immediate past President Fred McDonogh, of Hydro Aluminium, who is leaving the alufoil industry, was thanked by EAFA for his strong support and the contribution he made to the work of the association.

Thomas Hauser, Vice President and Managing Director Technical Markets, Alcan Packaging Europe, was elected as Vice-Chairman of EAFA's Roller Group.

EAFA is the international body representing companies engaged in the rolling and rewinding of alufoil, the manufacture of alufoil containers and all types of flexible packaging. It has more than 100 members including companies in Western, Central and Eastern Europe.

Further information:

Guido Winsel
Director Communication
European Aluminium Foil Association
Am Bonneshof 5
D - 40474 Düsseldorf

Tel: +49 (0)211 47 96 168
Fax: +49 (0)211 47 96 25 191
enquiries@alufoil.org
www.alufoil.org