

i2r launches ground breaking foil tray design

06 February 2019 | News | By Manbeena Chawla

The new container will be launched at the forthcoming Packaging innovations show at the NEC, Birmingham on 27-28 February.



UK based i2r Packaging Solutions has unveiled an innovative aluminium smoothwall product that is set to shake-up the food packaging industry. The company operates as part of the Laminazione Sottile Group – a leading global supplier of aluminium products. The group supplies aluminium trays to the UK, Europe, the Middle East, North America, Asia and Australia.

The patent protected and design registered, i2r Ultra, uses a new style of embossing to dramatically increase stress resistance thereby reducing the gauge, price point and environmental impact of the product. The new container will be launched at the forthcoming Packaging innovations show at the NEC, Birmingham on 27-28 February.

i2r partnered with Wolverhampton University to progress the detailed and complex project, utilising finite element analysis prediction software; the stronger, yet lightweight tray design has subsequently undergone significant independent scientific testing and validation.