

**March 2012**

## **Alufoil Trophy 2012: Tamper evident Roll On screw cap now possible for standard wines and spirits closures**

A roll on aluminium screw cap, the first to incorporate a tamper evident feature on a standard cap size, has won an Alufoil Trophy 2012 in the Product Preservation category. Roll On TE™ has been developed by Guala Closures to offer the wines and spirits sector additional protection for premium brands without affecting existing production lines or filling speeds.

“There is an increased threat to premium drinks brands of counterfeiting and the judges felt this closure had strong credentials in offering brands an additional method of protecting their products from forgery without a great deal of extra expense, or changes to existing production lines,” said Antoinette Devine, head of the judges for this year’s Trophy awards and global packaging consultant for SABMiller. “As someone closely involved with the drinks industry I was impressed by its simplicity and potential effectiveness,” she explained.

Guala Closures spent a year on research prior to testing the Roll On TE™. It comprises a coloured plastic ring, incorporated into a standard roll on cap (30x60mm). When the cap is opened by the consumer the ring becomes visible and cannot be removed without visibly damaging the closure.



The challenge was to combine the tamper evident band without affecting how the cap is applied to a standard bottle with a BVS neck so the user need not change any application processes or equipment. This is achieved by inserting and positioning the ring inside the cap prior to delivery to the bottling line. Guala Closures undertakes this at its own plant.

Previously no one has been able to add a tamper evident feature at the break point of a 30x60mm cap, normally about 20mm from the top, without major modifications to the cap design. The cap is available in various sizes and a full range of decoration techniques is available.

Guala Closures’ chief operating officer Franco Bove commented: “It is always rewarding when the commitment and efforts undertaken to develop a quite simple, but extremely innovative concept are recognised by people or organisations which have international influence. It is an incentive to continue on this road. Guala Closures expects an immediate take-up of this product, both for the wine and spirits sectors.”

The Roll On TE™ is patented, making it more difficult for counterfeiters to copy the technology. This form of tamper evidence is also a more cost effective method of brand protection when compared with other security features, such as holographics and does not alter the look of the product, in an industry where brand identity is particularly important.

**The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also award Overall Excellence. For 2012 there were 13 winners from 52 entries.**

High resolution pictures can be downloaded and all winning entries can be viewed at [www.alufoil.org](http://www.alufoil.org)

### **Further information:**

Guido Aufdemkamp, Director Communication

*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*