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Alufoil Trophy 2013: New closure sparkles with double win

Guala Closures had the exceptional distinction of receiving Alufoil Trophies in two categories for its **Viiva™** screw cap, an aluminium closure specifically designed for high pressure sparkling wines. The judges awarded the closure top marks in both Product Preservation and Consumer Convenience categories, noting its originality and performance.

“This product, in our opinion, has the great merit of being ‘better than before’. It clearly improves on the existing closure for sparkling wine, in that it can be transported over long distances and stored for lengthy periods without affecting the condition of the product. And for the consumer it is both easy to open and close and clearly tamper evident,” confirmed head judge, Professor Dr. Markus Prem, principal of the Department of Food Packaging Technology at the University of Applied Sciences Kempten.

Viiva’s closure is tested and designed to withstand 150 psi of pressure and guarantees pressure retention before and after the first opening, says Guala. Suitable for up to 5GV (Gas Volume) of liquid pressure, it will keep a sparkling wine’s correct level of carbonation (or fizz) for weeks after opening.

The stress-tested screw cap has several consumer and catering use benefits, beyond its openability and sparkle retention properties. Viiva’s screw cap can dramatically increase the opportunities for by-the-glass sales; eliminates cork taint; is easy to use for functions where sparkling wine is needed on a large scale; and offers no spillage or leaking during transportation or storage once the bottle has been re-closed – even when laid on its side in the fridge.

The closure looks and performs like a regular screw cap but is specifically designed for high pressure sparkling wines and can hold up to 10 bar. All decoration options are available. For wineries the advantages are the quick application of just one component, using the same equipment as for still wines; the loss of pressure is eliminated; as well as the environmental benefit of recyclability of the aluminium.

Guala Closures’ screw cap for sparkling wines has been developed for world markets. Commenting on Viiva™, Guala Closures’ Australian sales director Simon Yudelevich remarked, “We are particularly proud to receive two Alufoil Trophies, not only is it wonderful to be



recognised by our peers in the industry but also because the two categories, Customer Convenience and Product Preservation, are aligned to our core objectives. Viiva™ is a breakthrough innovation which delivers consumer benefits of an easy, safe opening solution, while preserving the quality of sparkling wine."

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 gave Discretionary Awards. For 2013 there were 12 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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