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Customised, short-run aluminium wine closures now a reality

Guala Closures has scooped an Alufoil Trophy for Technical Innovation in the 2015 competition for its range of customised aluminium closures for the wine trade. Prior to their introduction, smaller wineries had to use standard ranges and colours for their closures, because of minimum order numbers required for bespoke printing, usually as high as 50,000 pieces.



Based in Fairfield, California, **Guala Closures Design Studio (GCDS) technologies** introduce a brand new concept from the company which has been developed to offer wineries in-house artwork creation and on-site production. The facility boasts state-of-the-art, fast output printing techniques combining digital printing, embossing and plasma technologies. Additionally they allow the application of colour, logos and artwork to any size of order for Guala's patented screwcaps.

Speaking on behalf of the Trophy judges, Jean-Paul Duquet, global packaging eco design manager of Bel Group, who led the panel, commented, "We saw this as a real technical innovation, made possible by clever utilisation of digital printing and related technologies and a great understanding of the material. This concept provides excellent customer service and delivers high quality and high impact closures."

Learning about their award, Alessandro Bocchio, Guala Closures North America general manager commented, "We are very excited to have won an Alufoil Trophy for Technical Innovation with the Guala Closures Design Studio technology because it is really something new in our industry."

"We put our effort to develop a printing decoration technique to give our wine customers a totally customized screwcap, even for small runs and without the need of set up of the machine. We're confident that it's going to make a big impact because there is a need in the market for this technology," he explained.

In the past, using aluminium was a limiting factor for personalisation and minimum orders, due to constraints with traditional techniques such as offset printing, spray-painting and embossing. The new GCDS process offers a system that allows the application of colours, logos and other artwork to screw caps in runs as small as a few thousand caps.

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 an award for cross-category excellence. For 2015 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.