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Total pack re-design for gin bottle is tops with new closure

A complete makeover, for Diageo's new **Tanqueray No. Ten** bottle, featuring a stunning aluminium closure designed and made by **Guala Closures**, greatly impressed the Alufoil Trophy 2015 judges, who had no hesitation in giving it an award in the Marketing & Design category of the competition.

With citrus at the heart of the Art Deco influenced design, a strong element of the new bottle shape is the lemon squeezer, with 10 facets flowing down the sides coming together at the base in a hero punt formation. On the shoulders of the bottle, the facets also reflect cut pieces of citrus fruit. The metal band creates further dramatisation by appearing to squeeze the bottle itself. The aluminium closure is perfectly integrated, both to support the premium positioning and enhance the design of the overall packaging.



"This," confirmed head of the judging panel Jean-Paul Duquet, global packaging eco design manager of Bel Group, "is a fine example of what aluminium can achieve as both a practical item and as a part of a total marketing concept. Each element - the bottle shape, colour, band label and of course the aluminium closure all contribute to the stunning visual effect. In our opinion this pack gives Tanqueray No. Ten a distinct advantage over competing brands."

Maurizio Mittino group R&D director of Guala Closures expressed his pleasure on receiving the award, "The premium closure for Tanqueray No. 10 demonstrates the flexibility and elegance of aluminium for premium products. Winning an Alufoil Trophy for us is the acknowledgment of the new technologies of embossing and de-bossing, combined with metallization, which allowed us to obtain an accuracy of details never achieved before. The result is a closure designed to support the premium positioning of the product, meeting exactly our customer's requirements"

The closure, made with 8011 aluminium alloy, is thicker (0.33mm) than average and cutting-edge shaping technologies and processes are used to obtain it. The processes used to shape the closure are top and side embossing, providing grip on the sides and showing a delicate signature, placing the Tanqueray logo on top. Special attention was given to give a texture reminiscent of both citrus fruit and a citrus grater on the sides. More grip was obtained with a knurling process.

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.