

MEDIA RELEASE



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Digital printing technology adds refinement to aluminium closures

A range of aluminium closures which can be customized with special metallized printing decoration to give a tactile effect, and that allows the application of any pattern with details much finer than mechanical embossing, has won an Alufoil Trophy 2017 for Technical Innovation. The **3D Embossing for Salute** closure was made for its range of liqueurs by **Guala Closures**.

This is a standard aluminium closure which, for the first time, can be decorated with digital printing technology and then metallized with 'sputtering' technology. This technique has already been adopted by the spirits market and allows closures to be decorated by a thin pure metal coating in a specific colour, says the company. The different technologies are merged in one production line to achieve a completely new decoration process



Head judge, Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, commented, "Digital printing is already a major tool for personalisation in the packaging sector. This, however, is using the same technology to add high quality refinements to the closures, in a sector where this kind of differentiation is so important. The company has combined several complex processes successfully to achieve this result."

Volodymyr Zayets, General Manager, Guala Closures Ukraine expressed delight at the award, "We are particularly proud to receive an Alufoil Trophy for our ultimate 3D Embossing technology. It is a breakthrough innovation which delivers a tactile effect to the products, experienced by the consumer every time they open a bottle. For our customers, 3D embossing is ideal for the production of very small batches, of different designs, to promote special events, limited editions or flavours such as Salute Amaretto & Limoncello"

Digital printing of any complex pattern is applied to the closure layer by layer to obtain the tactile effect. The closure is then metallized in-line through the 'sputtering' process; any metal colour, including gold, silver and bronze, or shine and matt effects, can be achieved.

Finally, the closure is covered with a special protective lacquer for UV-curing, which allows further mechanical interference such as knurling, cutting or bending. The complex metallized digital embossing of the aluminium shell makes it hard and very expensive for counterfeiters to replicate.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave an award for Application Innovation. For 2017 there were 10 winners.

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

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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.