

MEDIA RELEASE



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Aluminium closure range gives a tonic to iconic vodka brand

Stolichnaya, the world famous premium vodka brand has undergone a full pack re-design for the first time after 80 years, involving the entire range of products (sizes & flavours). **Guala Closures** provided a new closure range – **Siena for Stolichnaya** – which so impressed the judging panel it was awarded an Alufoil Trophy 2017 in the Marketing & Design category.

The re-design involved the bottle (sleeker profile), the label (refined medal images and a bold upgrading of the main Stolichnaya logo) and the closure, with anti-counterfeit and anti-refill technology, which will be available in selected markets.

Commenting on the award, head judge Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, said “When you re-design a pack for such a well known brand it really has to ‘step up’ and take the product to a new level. This closure does exactly that in terms of both impact and quality. Its look is striking across the entire size range and it makes you want to touch and handle the product.”

The main feature which characterizes the closure is the side embossed logo and oriented hotfoil decoration, giving to the consumer a tactile experience. The upper part of the closure features a knurled profile to increase the grip during opening.

Volodymyr Zayets, General Manager, Guala Closures Ukraine commented, “The Siena closure is the star element of this redesign of the packaging for Stolichnaya vodka. So we are very happy it has been recognised in this way. The versatility of aluminium foil allowed us to convey the super premium features, yet remain true to the customers’ heritage as iconic vodka pioneer.”

Guala Closures has produced closures from diameter 25mm up to 39 mm. Apart the smallest sizes, the closures can be fitted with a non-refillable device system in selected markets. The new closure features elements that contemporize the brand, while remaining true to Stoli's long-lasting heritage as an iconic vodka pioneer, says the company.



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.