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Top embossing adds quality and distinctive look to aluminium closures

A new embossing technique for aluminium closures has scooped an Alufoil Trophy 2018 for Marketing & Design. **Embossment on Talog®** has been developed by **closurelogic** and enables embossing of logos and lettering on the top of the cap, to enhance the appeal, branding possibilities and quality image of the company's Talog® premium closures.



The Trophy judges, representing expertise from all areas of the aluminium foil industry, felt the development offered great potential to users of aluminium closures. "This opens up possibilities for branding and design which will appeal to soft drinks and water producers and consumers alike. Traditionally those who buy premium beverages, sodas and mineral water like the look and feel of quality on their bottles. This embossing offers a subtle, but very visually appealing difference in a part of the closure which has not received much attention to date."

Closurelogic says it is following the trend of its customers to upgrade to higher quality roll-on closures. The technique enables them to add distinctive contours and letters on the top of the screwcap which can reflect a brand image or identity, reinforcing the brand message displayed elsewhere on the bottle.

Javier Muñoz, owner and CEO of closurelogic said, "Winning this Alufoil Trophy is a very important achievement for us. The Talog®, without embossing, is already recognised as a premium closure adding prestige to the product. With our new embossing technique, consumers can actually feel the quality, adding a new dimension to the brand experience."

This feature can be added to the existing aluminium roll-on closures systems offered by the company, such as Talog®, Star-Log and Alu-Star, which are suitable for any kind of beverages.

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. For the Alufoil Trophy 2018 there were ten winners.

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

Further information: Henning Grimm, Manager Communications & Global Relations
communications@alufoil.org

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.
www.alufoil.org