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Closure with double aluminium layer offers winning formula for wines and spirits

The **SAVIN PREMIUM** closure from carried off an Alufoil Trophy 2014 in the Marketing & Design category thanks to a winning combination of an aluminium outer shell and aluminium inner liner with patented thread. These offer improved sealing as well as enhanced branding opportunities, says the company.

An in-house innovation, the aluminium closure is dedicated to still wines and is currently in use at several South African, Australian and US wineries. It combines new technology with a modern look.



The aluminium inner cap, with integral thread, greatly enhances the quality appearance of the closure, as the thread is not visible from the outside. So the large uninterrupted outer surface is ideal for side printing/foiling decoration.

Explaining the views of the judges, Dr Mark Caul, technical manager for packaging at Tesco said, "The level of decorative detail achieved on this closure is exceptional and could really help to move bottles off the shelf in the retail environment. Given that level of potential impact in stores and the improved sealing characteristics SAVIN PREMIUM is a step up on the standard closure."

This aluminium closure – with its aluminium inner cap and liner - is suitable for standard glass bottles (neckfinish standard BVS). It can be made in a range of finishes: matt, metallic, satin or gloss. Top decoration can be either printing/foiling or embossing. There are several sizes available for wines and spirits.

Andre Barnard, national sales and export manager Guala Closures South Africa remarked, "We are really happy to receive the Alufoil Trophy for Marketing & Design for SAVIN PREMIUM because, for wine producers, creating a brand identity which is unique and unmistakable is an essential part of a winning marketing policy. Our closure offers more design options to premiumise the brand for the customer, due to the larger surface. In our opinion, by matching the shape of the bottle it adds a touch of elegance too."

SAVIN PREMIUM also offers all the benefits of standard aluminium closures for wine. So it maintains the quality, freshness and flavour, eliminates TCA and is easy to open and reseal. In addition it is completely recyclable thanks to the double layers of aluminium.

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 a Discretionary Award. For 2014 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.