

April 2014

Double award for aluminium closure incorporating user-friendly spout

The **VERSO**, which is a patented spout that pops up at each opening, integrated into an aluminium closure, won the rare distinction of a double award in this year's Alufoil Trophy 2014 competition, gaining recognition for both Technical Innovation and Consumer Convenience.

Created and manufactured by **Guala Closures**, the device offers an excellent pouring speed with precise dosage control, says the company. Designed specifically as a screwcap closure for standard olive oil bottles VERSO is made of an aluminium shell and an integrated plastic pourer. At each opening the cap lifts up the spout, thus avoiding oil spread.



Dr Mark Caul, technical manager for packaging at Tesco, who led the judging panel for the 2014 awards, explained the thinking behind the double award, "This closure caught the attention of the judges straight away. It is a remarkably good example of the combining of two materials, in this case plastics and aluminium, to make a novel and effective packaging system. Technically very well thought out and constructed, the result is a highly effective and useful closure and pourer which has many benefits for the consumer. It was a clear winner."

Maurizio Mittino, R&D group director Guala Closures expressed the company's pleasure at receiving the two awards, "We are particularly proud to receive two Alufoil Trophies for VERSO because the two categories, Customer Convenience and Technical Innovation, are aligned to our core objectives. VERSO is a breakthrough technical innovation which delivers outstanding consumer advantages, saving both messy spills as well as protecting the product. A perfect partnership for better packaging!"

The aluminium closure is very easy to open and reseal. It can be customised with a full range of decorative options. The patented spout can be fitted to the standard range of aluminium closures for oil. Uniquely shaped, the device has been specifically designed for oil viscosity, while the controlled dosing is achieved through a special telescopic pourer system which pops up at every opening. A patented drip recovery system stops unwanted drips with an original flow cut-off concept and also ensures the pourer stays clean and hygienic during use.

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.