

April 2014

New concept wine tube combines perfectly with aluminium closure

WIT, or Wine in Tube has been developed as a new packaging concept for quality wines which, in the opinion of the Alufoil Trophy 2014 judges, is a 'totally original merging of materials' – in this case glass and aluminium – and they had no hesitation in giving **Guala Closures** an award in the Marketing & Design category of this year's competition.

The patented glass tube is sealed with a crimped aluminium closure and is suitable for both wine and spirits. WIT France developed the idea in partnership with Guala Closures, INRA (Institut National de la Recherche Agronomique) – Montpellier, and Ecole Nationale Supérieure d'Arts et Métiers - Paris.



Confirming the unanimous decision of the judges Dr Mark Caul, technical manager for packaging at Tesco, who led the panel, said, "The whole concept is conceived around the packaging as well as the product itself and has been executed brilliantly. It has the potential for multiple applications, across a wide range of product types and has boundless marketing potential in the gift market alone."

The designers says WIT can fulfil a number of functions: as an interesting and original gift pack; or a sample case which is highly distinctive to create a positive impression at events or tastings; or an unusual and high impact display for retailers. Rather than sending full bottles of wine as samples, a box of WIT can contain between 3 and 6 different selections.

Anne Sez nec, marketing manager Guala Closures Group commented on the award, "We are proud to have been awarded an Alufoil Trophy for WIT for Marketing & Design because, it is a truly innovative package which unifies the traditional world of wine with modernity."

Managing director of WIT, Philippe Countant added, "The aluminium closures were a natural and easy choice for this concept. They are recognized by winemakers for providing the best protection against wine oxygenation during storage and transportation, as well as offering a perfect, tight seal."

The screen printed tubes come in a range of sizes: 4, 5, 6 or 10cl, while the special, small aluminium screw caps (25-28mm) are crimped to the glass with a liner. Tubes are filled using a method of inert atmospheric packaging, which avoids the organoleptic degradation of the wine and are then sealed with a safe aluminium screw cap. WIT is easy to distribute and store and can even be sent through the post conveniently.

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:

Guido Aufdemkamp, Director Communication

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.