



PRESS RELEASE

Turn 360° Champion 2017

Aluminium closures challenge returns to ProWein

February 2017. The Aluminium Closures – Turn 360° campaign, which promotes the advantages of aluminium closures for winemakers, will again host a daily competition at ProWein, the leading trade fair for wine professionals, in Düsseldorf 19-21 March. The campaign team can be found in the dedicated “Packaging & Design” sector adjacent to the ProWein Forum, Hall 13, Stand F16.

The daily on-stand competition to find the ‘Turn 360° Champion 2017’ is designed with a fun focus on the convenience that aluminium closures bring. It challenges visitors to demonstrate their fastest opening & closing times!

The competition takes place daily, on the hour, from 12pm with the last opportunity to participate at 6pm. Each contestant will be asked to open, re-close and turn five bottles of wine upside down as fast as they can, demonstrating just how good aluminium closures are for efficient opening, re-closing and storage. Every hour the contestant with the fastest time will be rewarded – with the fastest over the entire show being crowned ‘Turn 360° Champion 2017’.

Several members of EAFA’s Closures Group will also be exhibiting in the “Packaging & Design” section, where visitors can learn about all the benefits of aluminium closures for wine: Closurelogic, FederfinTech, Guala Closures, Herti and Mala Verschluss-Systeme.

Further information:

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About the ‘Aluminium Closures – Turn 360° campaign:

The ‘Aluminium Closures – Turn 360°’ campaign provides detailed information on the many advantages of this state-of-the-art closure made of aluminium. It is launched by the leading European manufacturers of aluminium closures organized in the European Aluminium Foil Association (EAFA) and supported by their suppliers. EAFA’s members represent about 75% of the global aluminium closures production. The members are Alcopack, Amcor, Astro, Closurelogic, Daim, FederfinTech, G3 Enterprises, Guala Closures, Herti, Mala and RVWT as well as Aludium, Constellium, Novelis and Laminazione Sottile, and Slim Aluminium.