



TURN 360°
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DISCOVER
A VERY
CONTEMPORARY
CLOSURE
FOR YOUR WINE

A SIMPLE TWIST AND THE JOYFUL WORLD OF WINE
OPENS UP TO NEW PERSPECTIVES

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[WELCOME!

Welcome to 'Aluminium Closures – Turn 360°'! We would like to introduce you to aluminium closures, a modern and attractive form of closure for wine bottles. A simple twist and the world of wine opens up new and interesting perspectives.



Aluminium closures represent a very contemporary way of closing wine bottles. They bring positive benefits to the taste, quality, convenience, and sustainability of the wine. Join us in exploring the world of aluminium closures.



[TASTE AND QUALITY

All over the world aluminium closures are widely recognised for their ability to preserve the bouquet and flavour of the wine just as the winemaker intended.

Quality From Grape to Glass

Aluminium closures are literally a 'seal of quality': they prevent a sensitive beverage like wine from oxidizing too swiftly, thus prolonging its life in perfect condition. Aluminium closures create a highly effective barrier without affecting the product's taste and smell. All materials used in aluminium closures are perfectly neutral from an organoleptic point of view, helping to preserve the flavours of the wine and prevent contamination.



The aluminium closure guarantees an absence of 2,4,6-trichloroanisole (TCA), the chief cause of cork taint, resulting in a significant reduction in wine spoilage. Corked wine containing TCA has an unpleasant

characteristic odour.

About 2% to 5% of all wine produced in the world each year is wasted, spoiled by products of decay resulting from closures made out of traditional materials. With aluminium closures, by contrast, the special wine aroma emerges only when it comes into contact with the air as it is poured into the glass or carafe and not before it has left the bottle. A simple twist of the aluminium closure and the wine is presented in its natural condition. The on-shelf visibility of the closure also guarantees it has not been tampered with prior to purchase.

Aluminium closures, with a liner specially developed for wine, provide an optimum seal, preventing any liquid from leaking and also guarantee the wine's steady ageing, eliminating premature oxidation.



[SUSTAINABILITY AND RECYCLABILITY

Aluminium closures provide a more sustainable solution by using less resources and energy, through preserving and protecting the product better, as well as being recyclable.

Benefits for the Environment

Aluminium closures have the lowest overall environmental impact when the whole life cycle of a bottle of wine is considered. This is because they significantly reduce the risk of spoilage. It is estimated that between 2% and 5% of bottled wine is wasted due to corkage.



When comparing the two wine closure systems (cork stopper and aluminium closure) the aluminium closure has the lowest overall environmental impact ... and the quality of the wine is better preserved.

When recycling of aluminium closures is considered the advantages continue to stack up, as they are recyclable, without any loss of quality. In addition recycling of aluminium needs about 95% less energy compared with its primary production, with the corresponding savings in greenhouse gas emissions. These huge benefits reinforce the findings of any wine life cycle assessment.

A minimum 4 out of 10 aluminium closures consumed in Europe are already recycled today – either separately or together with the glass packaging fraction.

Aluminium is a material with impressive sustainability credentials. It is widely available and, through recycling, saves a lot of energy. About 75% of the aluminium ever produced is still in use today. So, collection and recycling of aluminium closures is simply natural.



[CONVENIENCE

Thanks to its convenience and ease of use and versatility; younger people see wine with an aluminium closure as contemporary. Just twist the closure and enjoy!

Easy Handling and Maximum Flavour

Opening a bottle of wine the classic way, by pulling the cork, can turn into a strenuous affair, as many people know from their own experience. Aluminium closures only require a simple twist, making opening a bottle of wine easier and stress free.

The ease with which aluminium closures open eliminates any potential for annoyance. By their very nature aluminium closures don't fall into the bottle, or disintegrate. They are a guarantee of convenience, reliability and safety every time the bottle is opened and re-closed.



Add to this the convenience which comes from being able to store and transport a bottle of wine with an aluminium closure, in any position and over long distances, and it really demonstrates its claim

to be the perfect closure.

The aluminium closure's highly effective barrier properties are a reassurance to the consumer that the overall quality of the wine will remain at peak condition over a considerable period – making it convenient for consumption at any time.

Individual portioning and best-possible taste experience guaranteed anytime: wine bottles with an aluminium closure can be closed tightly and thus, the wine can be enjoyed without any loss of quality at any later time.



[TECHNOLOGICAL AND ECONOMIC ADVANTAGES

Aluminium closures are manufactured all over the world and are part of the local value chain. This allows a faster reaction to the customer's needs. They can be transported economically and sustainably, whatever the destination.

A Complete and Cost Effective Solution

Aluminium closures can be manufactured in large numbers in a cost-efficient way to produce an excellent price/performance ratio. Depending on their design, they can be significantly lower in price than traditional closure systems.



Between 2% and 5% of all wine produced worldwide each year – estimated at up to 100 million bottles – literally go down the drain due to the failure of traditional closures to prevent cork taint. Thanks

to aluminium closures, wasted wine and the resources involved in its production are avoidable.

Aluminium closures are the only form of closure suitable for both glass and PET wine bottles. The aluminium closure concept combines a standard glass bottle finish known as BVS (an international industry-norm), specific head-space and capping conditions, plus highly technical liners, which are tailor-made for wine.

A clear example of technology providing an economic advantage: The consumer can easily determine if the wine has been tampered with as the bridge line on the cap will have been broken. Thanks to innovative technology different types of tamper evident devices can be included in the aluminium closures.



[DESIGN OPPORTUNITIES

The easy and gentle opening mechanism is a specific design feature common to all aluminium closures – no pressing, no pulling, no pushing. Experience the 'twist and click' sensation and just a few turns are all it takes to get to the delicious contents.

Form and Function in Perfect Harmony

Wine producers strive to differentiate themselves from the competition and to create a 'personality' as well as a reputation for their products with which consumers can identify. With so many varieties and brands of wine produced worldwide each year it is not surprising that, in addition to flavour and aroma, the visual impression, the style of the bottle, the label and its closure is of such importance.

For winegrowers and marketers, aluminium closures have the potential to enhance the brand appearance of their products. Intricate design options include glossy or matt finishes, embossing and even digital printing are readily available.

There are few technical or practical limits when it comes to giving aluminium closures an individual touch. These can augment the visual experience and enhance the overall impression. Just as the label



makes a statement about the wine – its origin, heritage and quality – so the aluminium closure can become a major part of its branding and visual impact.

The reassuring twist of the aluminium closure, gently releasing the aroma, soon becomes a 'hallmark' for good and consistent quality.



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