



Aluminium Closures takes centre stage at ProWein 2015

March 2015. The “Aluminium Closures – Turn 360°” campaign will be present for the first time at ProWein (15-17 March 2015 in Düsseldorf), the leading international fair for the wine sector. The campaign, which promotes the advantages of the growing segment of aluminium closures for wines, is taking part in a dedicated “Packaging & Design” show adjacent to the ProWein Forum.

The stand “Aluminium Closures – Turn 360°” organised by EAFA, the European Aluminium Foil Association, will be located in Hall 13 D44. There they will explain how wine makers, retailers and other professional users in catering and hospitality can benefit from the convenience, taste and quality protection, technological and economic advantages, as well as the sustainability and recyclability offered by aluminium closures. The excellent design and branding opportunities made possible by using these closures will also be demonstrated.

In addition six manufacturing members of the EAFA Closures Group will be exhibiting at “Packaging & Design” to showcase their products and offer expert guidance to visitors. These are Amcor, closurelogic, Federfin Tech, Guala Closures Group, Herti and Mala Verschluss-Systeme.

Commenting on their presence at the event, EAFA's executive director Guido Aufdemkamp said, “We are delighted that the aluminium closures industry is to be present at this leading forum and exhibition, where the elite of the international wine business meets. We are sure the innovative and versatile aluminium closures demonstrated will impress those who attend.”

Further information:

Guido Aufdemkamp

www.aluminium-closures.org

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.