



PRESS RELEASE

A Good Choice for 2015 – Aluminium Closures

January 2015. The aluminium closures market, particularly for wine, is expected to continue strongly growing in 2015. This growth is attributed to a number of factors including the convenience offered to consumers as well as to wine makers and fillers.

An end-consumer survey by IPSOS* in five major European markets (France, Germany, Italy, Spain and UK) and the USA, demonstrates that the majority of consumers prefer an aluminium closure over other closure options for its convenience. Whether for opening, re-closing or avoiding wine spoilage due to cork taint aluminium closures scored top.

More details about consumer preferences and the market growth of aluminium closures are summarized in an attractive brochure titled “A good choice!” which can be downloaded from www.aluminium-closures.org.

**IPSOS is the world’s third largest market research company with more than 80 offices around the globe.*

Further information:

Guido Aufdemkamp

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.

About EAFA:

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 and alufoil containers as well as of all kinds of flexible packaging. Its more than 100 member companies are based in Western, Central and Eastern Europe. Founded in 1974, it has its roots in associations dating back to the 1920s.