



TURN 360°
aluminium-closures.org

PRESS RELEASE

Turn 360° Champion 2016

Aluminium Closures Campaign Makes Convenience Fun at ProWein

February 2016. Following last year's first, successful attendance at ProWein, the leading trade fair for wine professionals, the Aluminium Closures – Turn 360° campaign that promotes the advantages of aluminium closures for winemakers, will be back in Düsseldorf in March. The campaign team can be found in the dedicated "Packaging & Design" sector adjacent to the ProWein Forum, Hall 13, Stand E50.

With a fun focus on the convenience that aluminium closures bring, there will be a daily competition on the stand to find the 'Turn 360° Champion 2016' who demonstrates the fastest opening & closing time! The competition will take 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 winner with the fastest time will be rewarded and the fastest overall contestant will be crowned 'Turn 360° Champion 2016'.

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: Amcor, Astro, Closurelogic, Guala Closures Group, 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, CapMetal, Closurelogic, Daim, FederfinTech, G3 Enterprises, Guala Closures, Herti, Mala and RVWT as well as Aludium, Constellium, Novelis and Laminazione Sottile, and Slim Aluminium.