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Aluminium closure with visible tamper band makes double impact

Guala Closures has created a new ‘Snap on’ closure called **Sunrise**, for spirits, which combines an aluminium shell and plastic non-refillable fitments, with a highly visible tear off, tamper evident band. The double impact of this new design so impressed the Alufoil Trophy 2016 judges it was given an award in the Marketing & Design category of the competition.

The client, APU Company, based in Mongolia, requested differentiation as well as clearer visibility for the tamper evident band. In addition, as it re-uses its bottles, Sunrise had to be designed to fit the same bottle stock, with a neck-finish the same as the previous closure.



Louis Lindenberg, global sustainable packaging director at Unilever, who was head of the judging panel, explained what impressed them. “The clearly visible tamper band, which is normally a hidden feature, gives the consumer confidence that the product is authentic in a very clear and simple way. Yet the company has managed to maintain the integrity of the packaging design, so the band fits into the whole concept to have the maximum impact.”

“All the elements of this closure are well matched, which is the mark of good packaging,” he added.

The overall creative and technical design incorporates the band very effectively, making it an integral part of the visual impact on the supermarket shelf. The Sunrise aluminium closure can be customized with the standard printing processes, such as hot foil, silkscreen and offset, both on the top and side - while the band can also be branded with embossed logos. As the closure is composed of 5 different pieces the complexity of design makes it more difficult to be duplicated or imitated by counterfeiters.

Giorgio Vinciguerra, general manager Beijing Guala Closures expressed his delight at receiving the award, “We are very proud of the partnership of Beijing Guala Closures with APU, the number one distillery in Mongolia and of winning an Alufoil Trophy for the Sunrise closure. The product, which combines the elegance of aluminium and functionality of plastic, also rewards the excellent synergy between our R&D centre in Italy and our plant in Beijing, where the closure is produced.”

The closure not only features the clearly visible tamper evident band, ensuring the integrity of the product, also it combines this with easy opening and pouring, thanks to a transparent drop cutting pourer. The company sees worldwide potential for this design.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also gave an award for Overall Excellence. For 2016 there were 11 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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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, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.