

## MEDIA RELEASE



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### Closure is the perfect mix of modern and traditional materials

**Guala Closures Group** has been presented with an Alufoil Trophy 2020 in the Marketing + Design category for its **Savin Prestige** range of aluminium screwcap closures. The concept consists of combining a closure made with an aluminium shell together with a top insert made of a different material, such as wood or fabric, to enhance its aesthetics and create original and eclectic combinations.



The judges saw this as a masterly partnership of a modern and some 'noble' materials. Commenting on the award, head judge Veith Behrmann, Group Packaging Manager for Nestlé Nespresso, said, "We saw this as adding 'premiumness' to the closure in a very impactful way – like adding a diamond to a gold ring. This is a highly original piece of marketing and design and could improve the penetration of screwcaps into the higher wine and spirits segments – moving the acceptability beyond enhanced printing."

The concept can be applied to standard aluminium closures for wine and spirits and allows the creation of a personal style or customization of the closure, according to the customer's needs. Decoration of the shell can be undertaken with the normal range of techniques. After choosing the design and material of the top insert, these can also then be customized with a wide range of finishes.

"Savin Prestige provides a feeling of quality and sophistication to wine and spirit packaging, using the codes of fashion with prestigious materials, such as fabrics, wood or metallization finish, without compromising on the widely recognized preservation qualities of screwcaps. Closures are becoming much more important components for a modern stylish product presentation," explained Paolo Ferrari, Guala Closures Group CMO. "We are very proud that the jury recognized this commitment to excellence in design."

This concept follows a worldwide trend, already strong in fashion and jewellery, where different materials are used in combination to reach brand differentiation and customization, according to Guala Closures. The main challenge, it says, was the interface between the aluminium shell and inserts made from completely different materials, whose mechanical characteristics and working tolerances are far different from each other.

*The Alufoil Trophy is organised by the European Aluminium Foil Association (EAFA). There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave two awards for Innovative Use of Aluminium Foil. For the Alufoil Trophy 2020 there were seven winners.*

High-resolution images can be downloaded and all winning entries can be viewed at [trophy.alufoil.org](https://trophy.alufoil.org)

*The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe.* [www.alufoil.org](http://www.alufoil.org)

**Further information:**

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