



## **GUALA CLOSURES RECEIVED TWO NEW AWARDS: THE SPIRIPACK BRONZE AWARD AND THE WORLDSTAR AWARD**

Luxembourg, 19 December 2019 - For Guala Closures Group, 2019 ends with the victory of the **Spiripack Crédit Agricole 2019** award organized by Atlanpack - which is the fourth edition of the packaging innovation awards for exhibitors at Vs Pack - and the **WorldStar Award 2020**, the World Packaging Organization award.

Guala Closures won the bronze award at Spiripack Crédit Agricole 2019, organized by Atlanpack as part of Cognac VS Pack, an exhibition in France focused on high-end packaging solutions for the famous French liqueur. The Group won the award for the Gravitas luxury closure designed for Glenfiddich Grand Cru. Gravitas is a special material, studied and patented by Guala Closures R&D centre in Scotland, consisting of a weighty plastic that makes the closure heavy and cold to the touch. This certainly represents an innovation for cognac producers, who wanted to recognise the success of Guala Closures luxury closures, already widely adopted by several manufacturers of prestigious whiskeys and tequilas in the world. Gravitas was developed as an alternative to metal alloys - such as Zamak - normally used for high quality packaging in the cosmetics and spirit industries. The fact that the production process can be replicated in the different plants of the Group and adapted to meet local needs, without depending on the supply of metal alloys from mining areas is among its advantages. Another one is its ductility which, thanks to the injection system, allows creating decorative closures in various shapes and colours, to which precious finishes can be applied to enhance the final result.

Spiripack Credit Agricole is a competition during which luxury packaging manufacturers present their recently marketed innovations. Candidate products are evaluated by a jury of professionals that awards 3 prizes. Innovative look, design, market impact and eco-design are among the criteria the jury takes into account when judging.

Moreover, Guala Closures, received the third annual award - after having won the Alufoil Trophy and the Simei Innovation Challenge - for one of its connected closures of the NESTGATE range, which allows each bottle of wine, spirits and olive oil to become a "connected bottle". This is the WorldStar Award given to e-Wak, the first aluminium wine closure with integrated NFC technology, which allows wineries to establish an individual relationship with end consumers. The competition took place in Bali (Indonesia) in November, and representatives of 36 packaging associations, members of the WPO (World Packaging Organization), judged 321 packaging projects, from 36 countries, which applied for the WorldStar Awards 2020. The winners of the award will be formally celebrated during an awards ceremony and a gala dinner on the evening of Friday 8 May 2020 at Interpack 2020 international fair.



## **ABOUT GUALA CLOSURES GROUP**

*Guala Closures Group has over 4,700 employees and 29 production facilities in five continents. It markets its products in more than 100 countries. The group sells more than 15 billion caps each year, with a turnover of 543 million euros in 2018. Thanks to a policy of continuous commercial development and technological innovation, the group is recognized as a world leader in the production of safety caps for spirits. It is a leading manufacturer of aluminium caps for spirits, wines and beverages.*

*Since August 2018, Guala Closures S.p.A. has been listed on the STAR segment of the Italian Stock Exchange and in September 2019 it has been included in the FTSE Italia Mid Cap index.*

*Find out more on [www.gualaclosures.com](http://www.gualaclosures.com)*

### **Guala Closures Group Press Office**

Elisa Mendicino

T +39 02 8545 7089

[elisa.mendicino@havaspr.com](mailto:elisa.mendicino@havaspr.com)