

**GUALA CLOSURES IS PROUD TO PRESENT IN SACRAMENTO' UNIFIED WINE & GRAPE SYMPOSIUM
THE FIRST ALUMINUM SMART NFC CLOSURE FOR WINE**

Luxembourg, January 15th 2018

Guala Closures Group introduces at the Unified Wine & Grape Symposium taking place in Sacramento from January 23rd to January 25th:

e-WAK®

the first Aluminum Smart Closure for Wine (patent pending)

Guala Closures Group has developed the first NFC Closure dedicated to the Wineries, allowing them to start a 1 to 1 relationship with their end consumers.

The NFC tag, co-developed with NXP® Semiconductors and based on NXP's innovative NTAG® NFC technology, is protected in the Cap and delivers 4 majors benefits:

For the Wine brand owner:

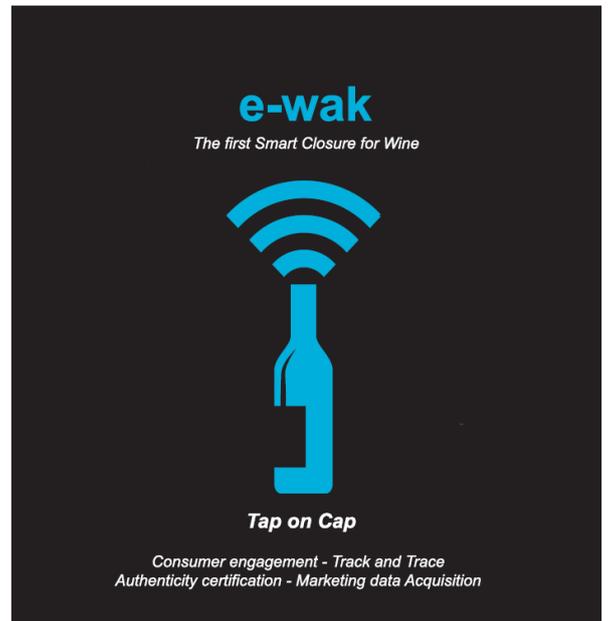
- Marketing Data acquisition
- Logistic, Track & Trace

For the End Consumer:

- Authentic Bottle Certification
- Consumer Engagement with the brand

TAP ON CAP. Just tap with your smart phone and connect with the winery. The wine producers will share with you their passion for their wine, the soil, the grape they used, the best moment to drink it and with what food accompaniment. Endless possibilities to liaise with all wine Apps, VIP club, Loyalty rewards, discounts, in store activities, social media, and much more.

Watch [e-WAK® – Tap on Cap video](#) and discover the possibilities of the new generation of smart closures.



About Guala Closures

Guala Closures is the world leader in the production of safety closures for the beverages and spirits industry. Guala Closures is also one of the major players in the production of luxury closures and standard aluminum screwcaps for wine, spirits, olive oil, beverages. Guala Closures products are designed to guarantee authenticity of the products by implementing the most advanced authentication, anticounterfeiting and tamper-evident solutions. The company currently employs some 4000 people and counts 26 production facilities spread in all five continents; moreover, the Group has 4 Products R&D Centers and 1 Technological Research center. Find out more at www.gualaclosures.com – marketing@gualaclosures.com