



PRESS RELEASE

## GUALA CLOSURES POWERS MALIBU WITH NEW CAP TECHNOLOGY

**Malibu adds communication content into its caps thanks to Guala Closures' innovative cap with NFC technology**

**Luxembourg, 6 June 2019:** Pernod Ricard is partnering with Guala Closures to support The Malibu Games 2019 by rolling out 300,000 bottles with connected closures for the first time in the US. The new Malibu limited-edition connected bottles will be circulated in the states of Ohio and Texas, featuring Guala Closures' pioneering smart bottle cap. The connected closures will give consumers access to value-added extras including drinks recipes and sweepstake competitions.

**Piero Cavigliasso, Group Innovation Technology Director at Guala Closures,** said: *"It's been exhilarating working with Malibu to develop truly smart connected closures that enable the brand to get closer than ever to its consumers. It's an on-going journey – smart tech for wine and spirits closures isn't going to stand still and our dedicated smart tech research centre in Luxembourg continues to innovate cutting-edge solutions to help brands engage with consumers at the most intimate point of purchase – the bottle in their hands."*

The innovative range of NFC connected closures developed by Guala Closures, allows producers and companies to establish one-to-one relationships with consumers, thanks to its intelligent technology. The IoT-enabled smart cap developed for Malibu will unlock exclusive Malibu Games content for consumers with one tap of their mobile phones. Consumers will be able to join The Malibu Games via a mobile game called Sunshine Slide for the chance to win prizes.

**Caitriona Murphy, Malibu's Global Brand Manager,** explained: "Malibu has transformed its bottles into media touchpoints through the adoption of Guala Closures' IoT solution, allowing conversation in a space that is notoriously saturated. Our bottles with connected closures help keep the brand relevant post-purchase, providing services and experiences to the consumer beyond the liquid itself. By transforming the one asset Malibu knows its consumers come into contact with, we're able to connect with our target audiences on a much deeper level, through the experiences we offer".

Guala Closures Group has always employed **advanced technologies and connected closures** are just one of the cutting-edge solutions developed in the new R&D centre for new technologies (created in 2017 in Luxembourg) and in the four R&D product centres (Italy, Scotland, Mexico, Ukraine) where very high-tech content warranty systems are researched and designed.

**Guala Closures' e-WAK®, the NFC aluminium closure for wine, has recently received a Discretionary Trophy for all round excellence at Alufoil Trophy,** the most important competition for innovation and new technological advances in aluminium foil organized by the European Aluminium Foil Association.

Malibu's connected bottles will be available in the states of Ohio and Texas in the US while stocks last.



### **About Malibu**

Malibu is the number one flavored spirit brand globally. As the refreshing taste of summer, Malibu has sustained 30 years of success and is sold in more than 130 countries worldwide, including the US, UK, France, Germany and Canada. Malibu owes its unique taste to a refined blend of Caribbean rum, coconut flavor and high-quality sugar.

Malibu knows that summer is the time when people feel their most free and happy, hence all marketing communication from Malibu is focused on liberating the spirit of summer, helping people to live the best summer possible. Its product portfolio reflects its mission to help people to release their “summer selves”, reflecting the laid-back mood of the season #BecauseSummer. The broad product range comprises a range of refreshing flavors capturing the essence of summer, including: Malibu Original, the iconic summer drink perfect for creating refreshing summer cocktails; and a selection of ready-to-drink cans offering fun and refreshing drinks on the go, perfect for spontaneous summer moments with friends.

Malibu is produced and marketed by The Absolut Company, part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

### **About Guala Closures Group**

Guala Closures Group has more than 4,700 employees and operates in 5 continents through 29 production plants and the marketing of its products in over 100 countries. The Group sells over 15 billion closures each year with a 2018 turnover of 543 million Euros.

Thanks to a policy of continuous business development and technological innovation, the Group is recognized as a global point of reference in the production of alcohol safety closures and is a leading manufacturer of aluminium closures for spirits, wines and beverages.

From August 2018, Guala Closures S.p.A. is listed on the STAR segment of the Italian Stock Exchange.

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