



GUALA CLOSURES TO LAUNCH NĚSTGATE™ RANGE OF CONNECTED CLOSURES

After having equipped Malibu and Boën Californian wine bottles this summer, now Guala Closures unveils its complete range of connected caps at the Monaco Luxe Pack exhibition.

Luxembourg, 30 September 2019 - Italian manufacturer Guala Closures will showcase this week its innovative range of NĚSTGATE™ communicating closures at the Luxe Pack Monaco exhibition. This smart technology will bring an epic change in the consumer-producer relationship. By placing a smartphone close to a bottle equipped with the connected caps developed by Guala Closures, consumers will have access to exclusive and personalised contents: product information, tasting tips, games, offers and social media.

The NĚSTGATE™ range already includes seven caps for wine, spirits and olive oil, featuring an elegant design with a wide choice of options: *wood and cork stopper, anti-filling closure, with aluminium or resin coating for the luxury sector*. By tapping the cap, NFC technology will take consumers to the brand world and the brand will have the opportunity to collect valuable data for customer relations and product traceability.

Guala Closures is one of the pioneers of the technology and one of its models of connected closures has already been selected by the Pernod Ricard group. This summer, some 300,000 Malibu bottles, made in limited edition and distributed in Ohio and Texas have been equipped with NĚSTGATE™ caps. By placing their smart phone close to the cap, consumers can participate in Malibu Games and win prizes.

The first Guala Closures wine aluminium cap with integrated NFC technology has just been adopted by Boën California wines (Copper Cane Wines & Provisions by Joseph Wagner). A wine première in the United States. On the US market since August 1st, these smart bottles offer consumers the opportunity to visit the Boën farmhouse. By simply tapping the cap with their smart phones, consumers can discover the vineyard, obtain advice on how to match the wine with the right food and share their experiences on social media.

In addition to these first operational contracts, Guala Closures will soon deploy several international projects. Meanwhile, the Italian group R&D department dedicated to technological innovation, is working to expand its NĚSTGATE™ range around other technologies: QR codes, voice connection and augmented reality.

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, joining the FTSE Italia Mid Cap Index in September 2019.

Find out more at www.qualaclosures.com

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