

## **Guala Closures builds on its sustainability commitment with new design guidelines**

*Luxembourg, 18<sup>th</sup> September 2020* – As part of its Corporate Social Responsibility (CSR) commitment and strategy Guala Closures Group has developed eco-design guidelines for its five R&D centres (Italy, Mexico, UK, Ukraine and Luxembourg). These facilitate the development of sustainable closures by following four defined models for design, which are detailed in the full guidelines.

Establishing a rigorous method to design sustainable products is fundamental to create a range of harmonised products, the Group believes. They are conceived with a view to providing real solutions for sustainable development. The purpose of the document is to outline all of the steps that designers should follow, from concept to finished product.

Four models to achieve these goals are explained: **Design to Reduce** – a principle based on eco-design and on eliminating anything that is not necessary; **Design to Change** – abandoning finite resources and adopting recycled materials or materials produced from renewable sources; **Design to Fade** – this approach entails making the waste disappear by changing to biodegradable polymers and by using few, easily removable components; and **Design to Revive** – achieved by recovering and recycling the materials used in the closures.

The company believes these guidelines are a major step in the development of sustainable packaging. They help to support clients' needs and propose closures that meet key stakeholder expectations.

Through this initiative and other actions, Guala Closures intends to achieve the challenging objective of using 35% of recycled materials by 2025. So these guidelines are further step in the Group's commitment to supporting its clients in their own CSR strategies, with packaging that meets their consumers' concerns and comply with growing retail requirements.

**Fulvio Bosano, R&D Director of Guala Closures Group**, who coordinated the development and implementation of the eco-design guidelines commented, *"These guidelines are a very big step towards providing our customers with products which meet their requirements on performance, quality and sustainable performance. They can be guaranteed Guala Closures has looked at every aspect in the development of the best closure for their needs."*

The development of innovative sustainable closures started a few years ago with the commercial launch of **Greencap**<sup>®</sup>, a screw cap for wine that allows safe separation of aluminium and glass after use (developed by the R&D centre in Italy); and a **luxury closure** for tequila, made from a bio-based composite resin using 30% agave fibres (obtained from the waste that remains after the tequila distillation process) and 70% polypropylene (developed by the R&D centre in Mexico). Recently, a **t-bar closure** for a rum brand composed of a 100% recycled ABS plastic with agglomerated cork (developed by the R&D centre in the UK) was also added to the portfolio.



Today, Guala Closures Group intends to further accelerate its commercial strategy by proposing a larger choice of closure solutions, with an increased focus on the selection of the most advanced alternative sustainable materials, as well as on the closures' end of life.

**Maurizio Mittino, Sustainability Director for the Group** said, "*Guala Closures' own CSR commitment is at the core of its future development plans. We recognise the need for a common strategy which will provide certainty and clarity to our customers. These guidelines help us to achieve this.*"

With its continuous development programme, the Group intends to launch, later in 2020, a comprehensive range of sustainable closures for wine, spirits, and beverages, all of which meet at least one of the four design models listed in the guidelines.

#### **Guala Closures Group**

*Guala Closures Group has over 4,700 employees and 30 production facilities in five continents. It markets its products in more than 100 countries. The Group sells nearly 20 billion caps each year, with a turnover of 607 million euros in 2019. 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](http://www.qualaclosures.com)*

#### **Press Contact**

MAJIC Ltd

Audrey Koop, +44 (0)1424 777783, [majic.audrey@majiclimited.co.uk](mailto:majic.audrey@majiclimited.co.uk)