

GUALA CLOSURES, WORLD N°1 IN SPECIALTY CLOSURES, BACK AT LUXE PACK MONACO WITH BREAKTHROUGH INNOVATIONS

Innovations in sustainability and connectivity take centre stage

Spinetta Marengo (AL), September 27, 2021 – Guala Closures, the world's leading producer of specialty closures for spirits and wines, is delighted to be presenting a wide range of closures for the luxury market at Luxe Pack Monaco (stand AB12, Hall Atrium) as it returns after a 2-year absence. The trade fair is dedicated to the most innovative solutions in luxury packaging, and takes place September 27-29, 2021.

Among the Group's latest technological innovations – in response to the most recent market trends, consumption habits and local regulations – Guala Closures will show for the first time **Blossom™**, a comprehensive range of sustainable closures for spirits, wine and water. It is based on four key eco-design models developed by the company: *design to revive, design to change, design to reduce, design to fade*.

Another highlight of the stand will be **NēSTGATE range of connected closures**, first launched in 2019, which has also undergone some exciting developments. These NFC (Near Field Communication) enabled closures now also feature QR code technologies and are compatible with luxury caps for spirits and with aluminium closures for spirits, wine, water and olive oil. Features include anti-counterfeiting tools – from unique serialized IDs to blockchain systems – and Track & Trace records for the entire product journey. Dynamic digital content for direct consumer engagement is another feature. These closures also offer consumer engagement through metrics, plus valuable data acquisition.

Also previewed in this section of the stand, and developed in collaboration with global technology innovator NXP Semiconductors, is **a new smart NFC single-chip solution** which can power trusted consumer and retail IoT applications at scale. The NFC NTAG® tag offers **certified security and an innovative tamper evidence detection**, turning the tag into a passive sensing device, able to detect a physical product's unauthorized opening.

“The Group has been looking forward to showing this breakthrough innovation to a wider audience and is pleased it can now do this at Luxe Pack,” explains Violette Montagnese, Group Marketing Director of Guala Closures. “The main challenge for our industry is to stay tuned with the needs of consumers and therefore brands. Many companies, especially in the luxury segment, are increasingly focusing on sustainability, product integrity, without neglecting design and functionality,” she added.

Other products on display include the family of luxury and high-end closures. For example, the **Luxury Closure Artisan range** is 100% tailor-made and personalized to a client's specific



project requirements and is supported by the Group's development teams and R&D centres. For the spirits sector Guala Closures offers a number of emblematic products including **Gravitas, Essence, Icon and Opera lines**.

Guala Closures is constantly innovating in its luxury ranges, thanks to the work being done at its R&D centres around the world (Italy, Luxembourg, Mexico, United Kingdom, Ukraine). Recently, Guala Closures Group added a sixth R&D centre in Bulgaria to respond to the increasing demand in luxury closures from its clients and prospects. Many of the t-shape closures are now developed by the research centre in Bulgaria. These combine wood, different heavy materials and inlays or medallions to create highly artistic products.

About Guala Closures Group

Guala Closures Group has more than 4,850 employees and operates in 5 continents through 30 production plants and markets its products in over 100 countries. The Group sells over 17 billion closures each year with a 2020 turnover of 572 million Euros. Thanks to a policy of continuous business development and technological innovation, the Group is recognized as a global benchmark in the production of alcohol safety closures and is a leading manufacturer of aluminium closures for spirits, wines and beverages.

Find out more on www.gualaclosures.com and www.luxury-gualaclosures.com

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