



Roundtable:

"A new deal for the European Industrial Renaissance: concrete measures towards a competitive and sustainable economy"

Rome, 18 November 2014



Welcome to our world



1960



**protect
the quality**
Guala
chiusure speciali

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Typical bar in Europe



Typical retail in Africa



Global Counterfeiting

Product counterfeiting in the world

7 – 9 %

Of goods produced worldwide are counterfeit *

705 billion dollars

the estimated value of counterfeit goods sold in the world **

1850%

the estimated global increase of counterfeit goods from 1994 to 2011 *

More than 270.000

jobs lost during the past 10 years due to counterfeiting *

125.000

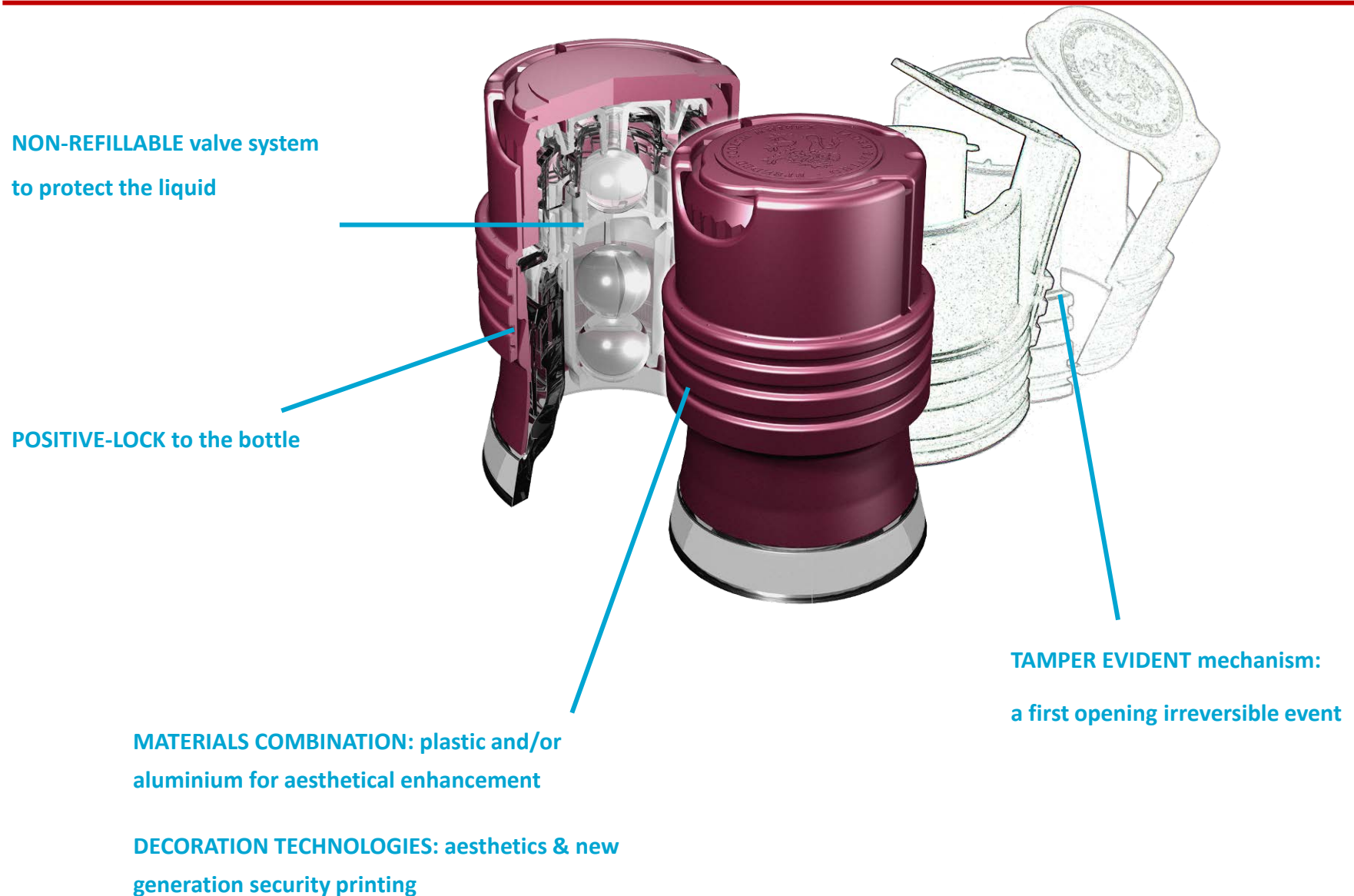
jobs lost in the European Community *

* source INDICAM / ** source WCO

Percentage of counterfeit products in total manufactured goods:

25%	Audiovideo
21%	Fashion
20%	Pharmaceutical
12%	Spirits
12%	Toys
10%	Perfumery
5%	Watches

Safety closures: main features



2003



With aluminium we boost not only security, but also brand image





Decorative closures: endless design possibilities

Creating a brand identity which is unique and unmistakable is essential for a winning marketing policy





For manufacturers, creating a **unique** and **distinctive brand identity** is a determining factor in a winning market strategy.

Packaging is a part of this strategy.

Closures are proving to be an increasingly important part of **image**, along with the choice of the bottle and the design of the label.

Aluminium became a fundamental material for this.



NEW ART DECO BOTTLE FOR TANQUERAY 10

- Unexplored frontiers for aluminum
- Super premium aesthetic
- Top and side embossing
- Cutting edge process technology



Aluminium: the trend for brand success



The conquest of the Global Wine Market

The success story of the Aluminium Closures



How much waste?



- 2-5 % of wine bottles ruined with cork defaults
= Millions and millions of litres of wine every year poured to the drain !

Which industry can accept such a waste ?

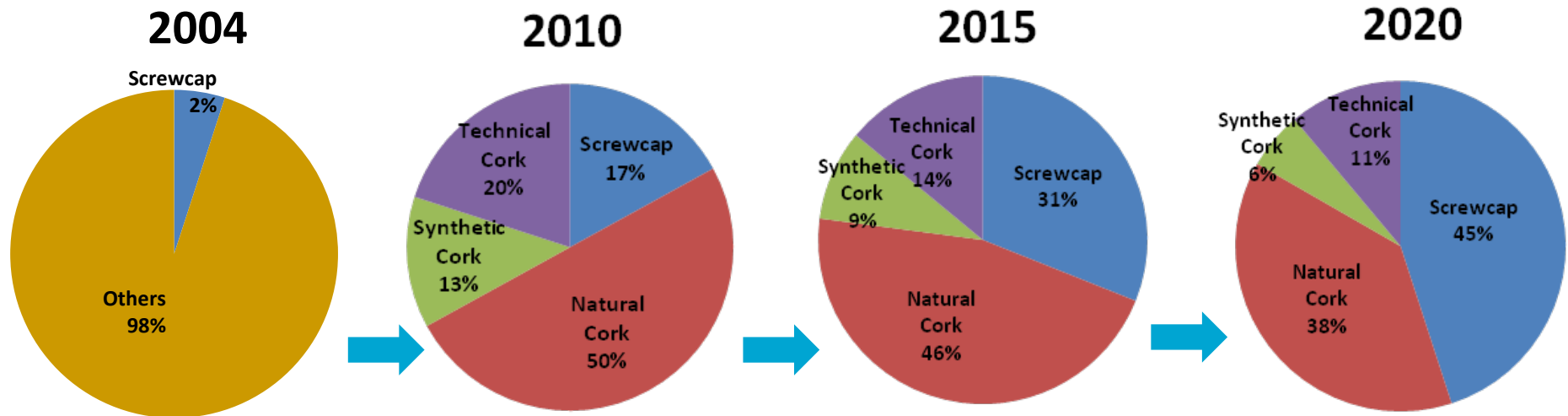
Not one !



A breakthrough innovation having changed the rules in a very conservative market



The screwcap growth projection





➔ 12 million € campaign by cork industry in 2011, directly attacking alternatives closures, especially aluminium closures



European Aluminium Foil Association (EAFA)

**Closures
Group**

**Container
Group**

**Flexible
Packaging
Europe
(FPE)**

**Roller
Group**

**Rewinder
Group**

‘Aluminium Closures – Turn 360°’ campaign to counteract cork campaign



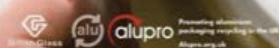
- Life Cycle Assessment (LCA) for scientific based facts
- Multilingual website: www.aluminium-closures.org
- Press releases
- Direct mailing to wine makers
- Support of recycling activities
- Presentations at conferences

Recyclability program_Communication partner's campaign

**cap it
recycle it!**

Aluminium bottle caps are
100% recyclable - please
put them back on your glass
bottles before recycling.

find out more:
www.councilname.gov.uk



**screw it
back on!**

Recycle your aluminium
caps by putting them
back on your empty
glass bottles.

Aluminium is 100% recyclable

find out more:
www.councilname.gov.uk



Improved recycling performance for aluminium closures



Average **aluminium closure recycling** rate in Europe hits **45%**

- Even though small in size, aluminium closures are widely collected and recycled – either separately with other packaging or together with glass bottles
- Recycling of aluminium needs up to 95% less energy than its primary production

Sustainability: a long-term eco-responsible strategy

Environmental











Social

Economic




Guala Closures

Key results*

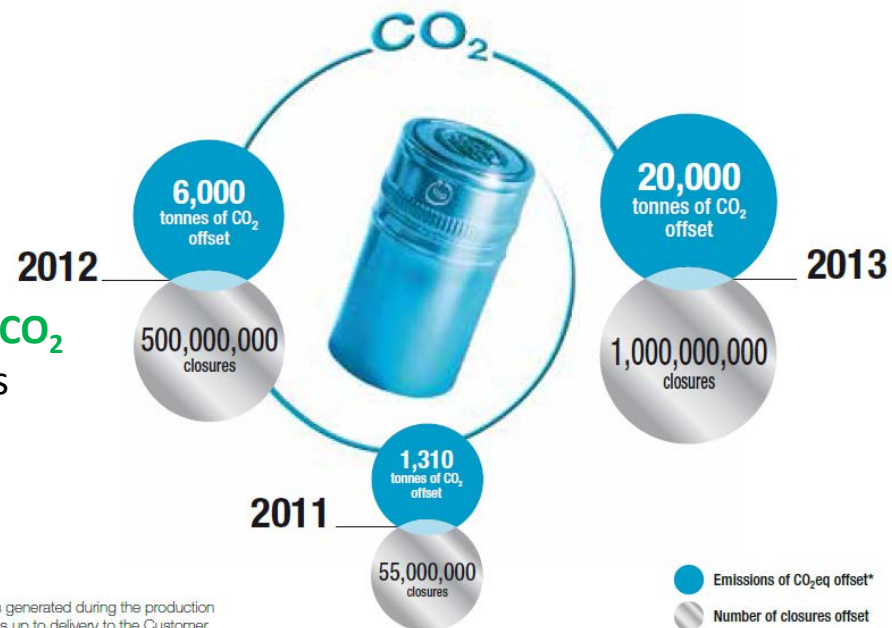
	-12.6% Energy consumption (GJ/tonne PP)		-15.1% Scrap
	-18% Water drawn (m³/tonne PP)		-7% CO ₂ emissions (tonnes/tonne PP)
	-38.1% Waste produced (kg/tonne PP)		-27.9% Hazardous waste vs. total
	-44.5% Accident frequency indicator		-45.6% Accident gravity indicator
	14 New patents registered		64% Sedex certified sites

*Italian perimeter, with the exception of patents and Sedex (Group)
2011-2013, with the exception of CO₂ emissions (2012-2013)

Sustainability: offsettings projects

In 2011, we developed the  label, the first and only responsible label for aluminium screwcaps

Since 2011, Guala Closures **has been offsetting the CO₂ emissions** generated by the production of part of its wine screwcaps, and it achieves this through **reforestation projects**.



Reforestation projects

- 2011 Costa Rica
- 2012 Perù
- 2013 India



A difficult and painful path but ... what a result!



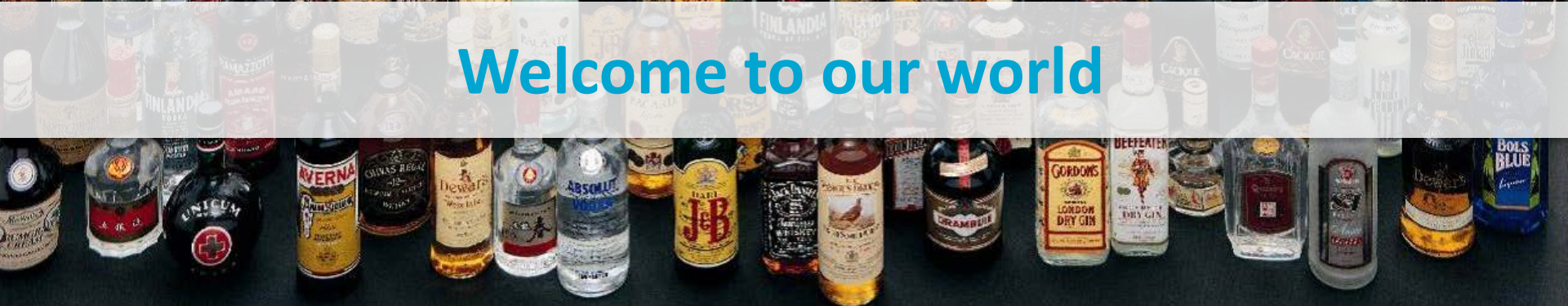
Guala Closures Group: the world's largest screwcap manufacturer



1,6 BILLION WINE CLOSURES PRODUCED IN 2013 BY GUALA CLOSURES
i.e. 35 % market share of total screwcap wine market



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Thank you!

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