



**TURN 360°**  
aluminium-closures.org



## PRESS RELEASE

### Aluminium Closures – Turn 360°

#### Campaign to promote the quality and advantages of aluminium closures for wine

- The leading manufacturers of aluminium closures launch the pan-European promotional campaign 'Aluminium Closures – Turn 360°' to enhance public awareness about the advantages of a sustainable and state-of-the-art closure form
- New internet portal [www.aluminium-closures.org](http://www.aluminium-closures.org) goes online to provide comprehensive information on the advantages of aluminium closures

**26 November 2012.** Today's roll-out of the multilingual website [www.aluminium-closures.org](http://www.aluminium-closures.org) marks the start of the pan-European promotional campaign titled 'Aluminium Closures – Turn 360°', specially designed to enhance general awareness of the benefits of aluminium closures for wine.

The campaign, by the leading manufacturers of aluminium closures and organised through the European Aluminium Foil Association (EAFA), presents closures made of aluminium as an intelligent and economic alternative to other closure systems. Aluminium closures offer many benefits in areas like taste and quality, sustainability and recycling, convenience, technology, cost efficiency, and design.

Providing easy-to-grasp information and the latest scientific findings regarding sustainability, the aluminium closure industry takes a clear path in demonstrating its superior characteristics.

"Aluminium closures are a 'seal of quality', not just from the viewpoint of the wine's flavour, but also from the aspects of sustainability, convenience, and cost efficiency," explains Franco Bove, Chairman of the EAFA Closures Group. "This is the core of the communication campaign".

With the extensive 360-degree awareness-enhancing campaign, designed to appeal in particular to the decision-makers in the wine sector, the industry wants to highlight the progressive trend of the high-performance aluminium closure. In the last ten years, the number of aluminium closures for wine worldwide grew rapidly to reach about 4 billion in 2011.



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The information portal aluminium-closures.org is backed up by a comprehensive press-relations package for technical, special interest and topical media as an integral part of the promotional campaign.

"There is an ever-growing awareness of the many benefits and quality-enhancing properties of the aluminium closure in the industry itself and in the marketing and product-design sectors, too. With the comprehensive contents and conclusively presented package of facts of the 'Aluminium Closures – Turn 360°' campaign, we're laying the foundations for an objective, unblinkered reappraisal of this closure form, one that is truly sustainable in all respects," says Franco Bove.

The 'Aluminium Closures – Turn 360°' programme is now up and running with the launch of this website and will be backed up by dedicated press and public-relations activities throughout Europe during 2013.

**A wide selection of aluminium closure images is available on**  
**[www.aluminium-closures.org/media-gallery](http://www.aluminium-closures.org/media-gallery)**

### **Further information:**

Guido Aufdemkamp  
EAFA Director Communication

### **About the 'Aluminium Closures – Turn 360°' campaign:**

*The 'Aluminium Closures – Turn 360°' campaign is launched by the leading European manufacturers of aluminium closures and screw caps organized in the European Aluminium Foil Association (EAFA) and supported by the manufacturers of aluminium strip and sheet for closures. EAFA's members represent more than 80% of the global alu closures production for wine.*

### **About EAFA:**

*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures and alufoil containers as well as of all kinds of flexible packaging. Its more than 100 member companies are based in Western, Central and Eastern Europe. Founded in 1974, it has its roots in associations dating back to the 1920s.*