



Welcome to the latest newsletter from Viscose Closures where we are showcasing below just a few of the many ways we can help our customers with caps and closures. Whether it is for wine, spirits, beer, soft drinks or bottled food products, we have the widest range of closures available.

Meanwhile, users of our unique biodegradable Viskring tamper-evident seals will be interested to know that we have recently updated our website for on-line purchases at www.ecapsdirect.com which should lead to an improved shopping experience.

Bill Cartwright, Managing Director

LIGHTWEIGHT BOTTLE AND LOW COST CLOSURES BRING SAVINGS ALL ROUND

Viscose Closures have recently developed a wine bottle in conjunction with a major UK glass manufacturer which significantly reduces the cost of both bottles and bottle closures for our customers.

The bottle design, which is registered to Viscose Closures, has a unique neck finish which has the profile of a typical wine bottle. Yet it uses a cap and capsule combination which offers substantial savings compared with the long aluminium "Stelvin" type of closure.

Savings on closures of £10 – 20 per 1000 are easily achievable, depending on the level of cap decoration involved. The bottle itself has a lightweight construction which also provides cost savings.

The whole package offers bottlers a lower carbon footprint and less packaging waste. The totally removable, yet piferproof, cap also makes recycling that much easier for the customer.



HI HO SILVER

Viscose Closures have provided champagne style foils to CWF for two new sparkling British wines, Silver Bay Point Lightly Sparkling Rosé and Lightly Sparkling White. These join CWF's range of Silver Bay Point light wines targeted at young, fun, calorie conscious consumers.

The silver poly laminate capsules supplied by Viscose Closures are hot foil and gravure printed with an integral tear tab, for use on 75cl bottles.

'We use Viscose Closures to supply us with both capsules and heat-shrink sleeves over a variety of our products,' said Vicky Lee, Marketing Manager at CWF. 'Their foils performed extremely well in product trials and both pricing and delivery times were very competitive.'

IN FULL BLOOM

Viscose Closures recently supplied a shrink capsule to G & J Greenall for use on BLOOM, their award winning floral premium London dry gin.

G&J Greenall approached Viscose Closures for assistance because of problems with the tear strip on the capsules they were using. Viscose Closures recommended a vertical tear strip with an easy opening flap which after testing was adopted for the bottle.

Unusually, the capsule is transparent which allows the vinework on the neck of the bottle, which represents the wrought iron gates of an English country garden, to show through.

Commenting on the capsule, Lynn Briggs, Purchasing Manager at G & J Greenall said, 'We are delighted with the quality of the capsule Viscose Closures provided to us and are already working with them on a new project.'



AUTOMATIC CAPPING MACHINE

Viscose Closures have supplied an ROPP capping machine to Rocks Organics for use on a line of cordials and squashes.

'Viscose Closures have supplied us with aluminium caps over a number of years,' explained James Ashton, Technical Director at 3V Foods Natural Foods Group, who own Rocks Organic, 'and they came up with a competitive quote for delivery and installation of the machine. Moreover they have provided excellent after sales service, overseeing the installation and the testing of the new capper, which is now fully operational and working well.'

The machine is a Eurostar MEC IV single head fully automatic capping machine with a capacity of 3000 bottles per hour.

VISCOSE CLOSURES ABLE TO SUPPLY CAINS

Viscose Closures have recently supplied bespoke printed crown corks to Liverpool brewery Cains for use across their range of bottled beers, including their award winning Raisin Beer. The tin plate crowns come with a PVC-free liner and are printed in 5 colours.

'We had been using plain crowns from Viscose Closures for some time,' explained Sudarghara Dusanj, Managing Director of Cains, 'and we found them very competitive on both price and quality when we were looking to source distinctive printed crowns'



Stunning Sleeves – for bottles, cans and jars
Matchless Machines – to fill, cap and cork.

Colour-Matched Caps – in metal or plastic
Fabulous Foils – PVC, poly laminate and aluminium

Viscose Closures Ltd.,
Fleming Way, Crawley
West Sussex RH10 9JY

Tel: +44 (0)1293 519251
Fax: +44 (0)1293 540005

E-mail: sales@viscose.co.uk
Websites: www.viscose.co.uk
www.ecapsdirect.com