



WHERE THERE'S A WILL, THERE'S A WAY

I am pleased to welcome Will Logan to Viscose Closures as Business Development Manager – Shrink Sleeves. Will's role will concentrate on the development of new sales opportunities for Viscose Closures' shrink sleeve division throughout the UK and Ireland.

Will has held senior sales positions with a couple of major UK sleeving companies and brings with him a wealth of experience of shrink sleeves. His appointment will strengthen our shrink sleeve operation and enhance the service we can provide to existing and prospective customers.

Bill Cartwright, Managing Director



HELP FOR HAITI

Viscose Closures have had a close relationship with a number of customers in Haiti over many years. Following the devastating earthquake in January, the company donated £1,091 to the Disasters Emergency Committee with the money coming from staff in Crawley and Swansea, the company itself plus a generous contribution from one of our suppliers.

FIT FOR A KING

Viscose Closures have begun supplying both metal caps and PVC capsules for a new English spring water with royal connections.

King Henry VI English spring water is sourced from a well, believed to have been discovered by King Henry VI using his divining skills. The well survives as a listed ancient monument and is to be found on the Bolton Hall Estate in Lancashire where King Henry stayed after his defeat at the battle of Hexham in the War of the Roses.



The water is currently being sold in 330ml and 750 ml glass bottles in still and sparkling varieties. All versions use a viola coloured PVC capsule with tear tab. The capsules carry customised embossing on the top, which shows the motif of the pendant worn by Henry in the portrait of him which hangs in the National Portrait Gallery. This motif is also reproduced on the bottle label.

'The service we have received from Viscose Closures from the start of the project, through design, delivery and after sales has been first class,' said Joanne Bosonnet, Commercial Director at King Henry VI Water. 'Such support is invaluable to a new brand such as ours.'

THREE TIMES AS GOOD

Viscose Closures have supplied John Dewar & Sons Ltd with a decorative sleeve for a promotional pack of William Lawson's® being distributed in France, where this brand is especially popular.

The heat-shrink sleeve encloses three 70 cl bottles of blended whisky side by side. The sleeve is flexo printed in eight colours using 70 micron PVC and promotes the award received by the product as one of the 'tastes of the year' (saveurs de l'année 2009) selected by French consumers.

'With Viscose Closures' strong local representation and the quality of sleeves they have provided for us previously,' commented Jennifer Young, Packaging Project Leader at John Dewars, 'we had no hesitation in asking them to produce this new sleeve for us.'



FEVERISH ACTIVITY

Viscose Closures are supplying 28mm aluminium caps to Fever-Tree for use on their recently launched range of award winning premium natural mixers. The caps are printed gold and feature a Fever-Tree in blue, with the artwork having been produced by Viscose Closures.

'Viscose Closures have provided us with a smooth and efficient service,' said Charles Rolls, CEO at Fever-Tree, 'and the caps complement our 500ml bottles well.'

Viscose Closures can supply a wide range of aluminium caps with diameters between 18mm and 38mm from stock from their Crawley distribution centre as well as printing bespoke caps if requested.



CLOSURE LENDS SUPPORT TO WATER CHARITIES

Viscose Closures have started supplying wine capsules to Nasha Wines, a new UK company offering a range of wines, specially selected to complement spicy dishes. Nasha is the Indian word for both 'alcoholic beverage' and 'pride'. Set up by Balvinder Singh Thukral, Nasha will be donating 5p for every bottle sold to a range of international water charities which are active in seeking to end water poverty.

The 30mm x 55mm PVC shrink capsules are matt black, printed in red and gold and promote Nasha's support of water charities.

'I believe that the capsule is now as important as the bottle label to the purchaser of wine', explained Balvinder Singh Thukral, 'and I am delighted with the quality of capsules which Viscose Closures have supplied.'

