

THE MARKET

WINE SHIELD



Winemakers have many uncertainties about their wine after it leaves the winery door. Common concerns are: Will it be stored correctly? Will it be shipped safely? And will it be stored and served at a suitable temperature in venues?

Winemakers concerned with how their wine is presented to consumers can feel encouraged that it will taste just as intended with the launch of a unique new product, Wine Shield.

Made from material similar to that found in the Stelvin lid, Wine Shield acts as a protective shield between wine and the empty head space in the bottle, safeguarding the wine from oxidation and preserving the quality for up to five days.

Unlike other wine preserving tools, Wine Shield only needs to be inserted into the bottle once after opening, so you can set it and forget it. This is what distinguishes Wine Shield from pumps and various gas systems, where open bottles of wine need to be gassed and pumped multiple times to maintain freshness.

With Wine Shield, winemakers can rest easy knowing that they're not leaving protection against oxidation to chance, or human error. As the product is visible, it can be seen working, providing peace of mind that the wine is being kept fresh.

Inventor Barry Rees developed the idea while watching busy bar staff struggling with gas bottles and endlessly pumping vacuum pumps. "As oxidation is one of the main elements that can spoil the taste and aroma of wine after opening, I wanted a system that was going to make preserving wine from these adverse effects easier. This is how I came up with Wine Shield,

and through a number of trials, it was determined that the materials used provided sufficient protection for up to five days across more than 80% of the bottle volume," he said.

"Winemakers easily recognise our approach, as they also use different forms of 'lids' on the wine in tanks when they are in the winemaking process, for the very purpose of protecting the wine. We had the additional problem of many and varied sizes of wine bottles to cope with—even significant variation within individual bottles."

Wine Shield has been scientifically tested by world regarded laboratories in Australia and USA for its effectiveness in reducing the effects of oxidation, and with a very attractive wholesale price for volume purchase (retail less than a dollar each), Wine Shield is also an economical way of preserving wine in your cellar door, and as promotional items for your retail and wholesale customers.

Conveniently, Wine Shield has been made to be fully recyclable so it can be discarded with the wine bottle.

- Visit www.winepreserva.com to purchase directly, or contact your distributors.

Vinpac, Guala are partners

Vinpac International, together with Guala Closures Australia, is pleased to announce their strategic partnership. Vinpac general manager David Hutton said, "Over the past year, Vinpac's extensive research of suppliers in the global closure market found Guala to be at the forefront of research and next generation technologies."

Guala is the largest manufacturer in the world of aluminium closures for the wine industry, and is well known both domestically and overseas. The state of the art production facility in Melbourne is the only one of its kind in Australia which offers 100% in-house flat sheet printing, pressing, side decoration technologies and assembly lines. The latest in printing and camera inspection technology guarantees the highest level of product quality and reliability.

Vinpac's subsidiary, VI Packaging, will be the exclusive distributor of Guala closures in SA and will stock the extensive range of popular Guala 30x60mm plain screwcaps at its Angaston and McLaren Vale sites for immediate use by customers. In addition to the regular 30x60 closures, Vinpac Packaging will have full access to the full suite of Guala products including the latest exciting innovations.

VI Packaging will also supply printed and plain screwcaps to customers across Australia and New Zealand.

Managing director of Guala Closures Australia, David Stevenson, says, "The partnership is a terrific outcome. Vinpac and Guala will continue to build upon their reputations as leaders in the packaging and closure industries through their commitment to innovation, and investment into research and development in a continuously evolving market.