

Supplier update

Labels, caps
and closures

A 'new wave' of screw cap design

Product innovation leads to striking wine bottle embellishments

With a 'great culture and a proud history', Melbourne-based **Interpack** is a family owned company producing 'closures of excellence' for leading brands within the wine sector and the wider beverage industry. The manufacturer is on the cutting edge in the design and supply of innovative wine bottle closures. Its unique range of new options for wine producers to make their products stand out includes a side embossed rose cap which is believed to be the first registered colour side embossed cap in the world.

The Arduca family lead the company with their passion for the industry, for wine and for wine caps. They were among the first to be involved in the commercial production of screw caps in Australia in the 1970s. Interpack is therefore in the unique position of being a relatively young company with a long history.

When the company was launched, its vision was to create a centre of excellence in metal packaging. The company fulfilled this vision by investing in the best equipment, employing an 'amazing' team and implementing the highest certifications.

Since 2015, Interpack has maintained the FSSC 22000 Food Safety Certification. The FSSC standard is internationally recognised and demonstrates what the company says is its commitment to food safety.

The company said it has also recognised its customers' needs are changing with regards to food packaging.

BPA-free materials are now being requested throughout the industry and the manufacturer said it is proud to say it uses BPA-free materials on its wine closures. Further, it has introduced PVDC-free liner options and active barrier liners.

Part of this change is a 'commitment to innovation' in design and manufacture, with Interpack saying it has one of the widest ranges of cap embellishments available anywhere in the world, all made locally in Melbourne.

Among options for screw cap design is the use of photographic images, using advanced computer modelling techniques to enable high resolution photos to be printed over the entire closure. Other forms of embossing are also available, including



Caps running through the processing line.



Shaved side embossing takes a standard blind emboss and shaves microns from the printed surface to reveal the aluminium beneath.

Single step photographic printing allows designers to take any high-resolution image and apply it to the entire cap surface and print it in a single pass.



A world-first in closure decoration, this registered colour side emboss combines a number of capabilities into one cap where just the rose is embossed. The label and the rose on the cap are aligned during the bottling process, perfectly presenting the brand across the entire bottle.



A branded set of closures for 'Elephant in the Room'. Interpack's in-house design team worked with the client to achieve a 'cost effective solution' using side-wall printing.

so-called blind embossing which adds an 'effective and subtle' embellishment for the cap, while providing depth and texture. Shave side embossing is also offered. Following the blind embossing, the cap can be passed through a machine which shaves microns from the printed surface to reveal the texture and the colour of the exposed aluminium. Shaved side embossing presents a crisp aesthetic and metallic lustre to the cap's design giving great impact.

Interpack is especially proud of one of its new creations: the registered colour side emboss shown on the very unique and striking rose cap. In this cap, just the rose is embossed. The company called the innovation 'amazing' as it brought together many of its capabilities, including photographic printing, embossing and UV printing, into one finished product. Interpack said this one

cap represents just the beginning of a 'new wave' of closure decorations.

"Imagine combining registered embossing with our six-colour sidewall printing or single colour emboss or even hot foiling," the company said in a statement.

"This process unlocks some new creative possibilities for brand designers going forward and we are genuinely excited about the future of closure decoration."

Hot foiling is another option that can be added to a cap to provide further improvements to its overall look, providing 'elegance and poise' to the finished product. This ranges from very intricate placements to foiling the entire side of the cap.

More information about the products and services offered by Interpack can be found online at www.interpack.net.au

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