

INNOVATION



EASYPEEL

NOW EVERYONE CAN OPEN WINE LIKE AN EXPERT

...

*The easy-to-open capsule for everyone
who loves wine*



Your brand does not deserve
this look after opening...

YOUR BRAND

Preserve the design
of your capsule



AND

Improve the opening experience
for your consumers.



THANKS TO...



EASYPEEL

01

PRESERVE WINE-
OPENING TRADITIONS

02

QUICK & CLEAN



04

INNOVATION & COST
CONTROL

03

MAINTAIN YOUR PREMIUM
BRAND IMAGE

PRESERVE WINE-OPENING TRADITIONS

AN OPENING DEDICATED TO WINE LOVERS



AN OPENING DESIGNED FOR WINE

There's no pull-tab, EASYPEEL has been designed to preserve the use of a traditional wine key



OPEN IT AS AN EXPERT

FOR THE PERFECT OPENING EVERY TIME:

In 2 seconds!



01 PLACE

Place the knife
on the spot



02 PULL

Detach the top by pulling
back with the knife



03 PEEL

Remove and
discard the top of
the capsule

MAKE EVERY OPENING AN EVENT



QUICK & CLEAN

- CONVENIENT & EASY TO OPEN :
 - Everyone can now cut a **perfect line every time**
- Perfect for **professionals** who open and serve dozens of bottles daily

AN OPENING AS CLEAN AS THE FINISH

The slit opening is very discreet before opening with no impact on capsule design



THE REMAINING CAPSULE IS PERFECTLY NEAT AND CLEAN EVEN AFTER OPENING



The solution prevents consumers and servers from:

- TEARING
- OVERCUTTING
- Or REMOVING THE ENTIRE CAPSULE

A DISCREET ADAPTATION ON ANY COLOR



THE COMBINATION OF INNOVATION & COST CONTROL



DESIGNED IS PRESERVED



Premium capsule



Premium capsule
with EASYPEEL



AN INNOVATIVE OPENING
ON A PREMIUM SEAMLESS CAPSULE

EASYPEEL is designed on premium
aluminium seamless capsules **to
lower your packaging cost**

while maintaining **the premium
appearance of tin**

*Aluminium has the advantage to have a
considerably more stable price than Tin.*

BENEFITS FOR ALL



WINERY / BRAND OWNER

INNOVATION

Be an influencer on the market by bringing a new improved opening experience to your consumers

PREMIUM ASPECT PRESERVED

Your capsule is perfectly clean and the design is intact after opening

COST SAVINGS

Lower your packaging cost while maintaining a premium appearance similar to tin



CONSUMERS

EASY & CONVENIENT

Make the capsule cutting experience easier for your consumers. They will now love doing it everytime!

SAFE

The risk of cutting is now reduced on aluminium capsules thanks to this innovation



PROFESSIONAL USERS

TIME SAVING

Ideal solution for professionals who need to open dozens of bottles daily

SAFE

The risk of cutting (*being higher for them*) is now reduced on aluminium capsules thanks to this innovation

WINE- OPENING TRADITIONS PRESERVED
THEY WILL CONTINUE TO USE THEIR TRADITIONAL WINE KEYS

APPLICATION

	ø (mm)	Height (mm)
EASYPEEL Innovative wine-opening system using premium aluminium capsule	28,75 with shoulder 29,25 with shoulder 29,5* with shoulder 31,5* with shoulder	50 - 55 - 60

**These calibers are being qualified and will be available later.*



**Need technical information?
Contact us.**

REASONS-TO-BELIEVE



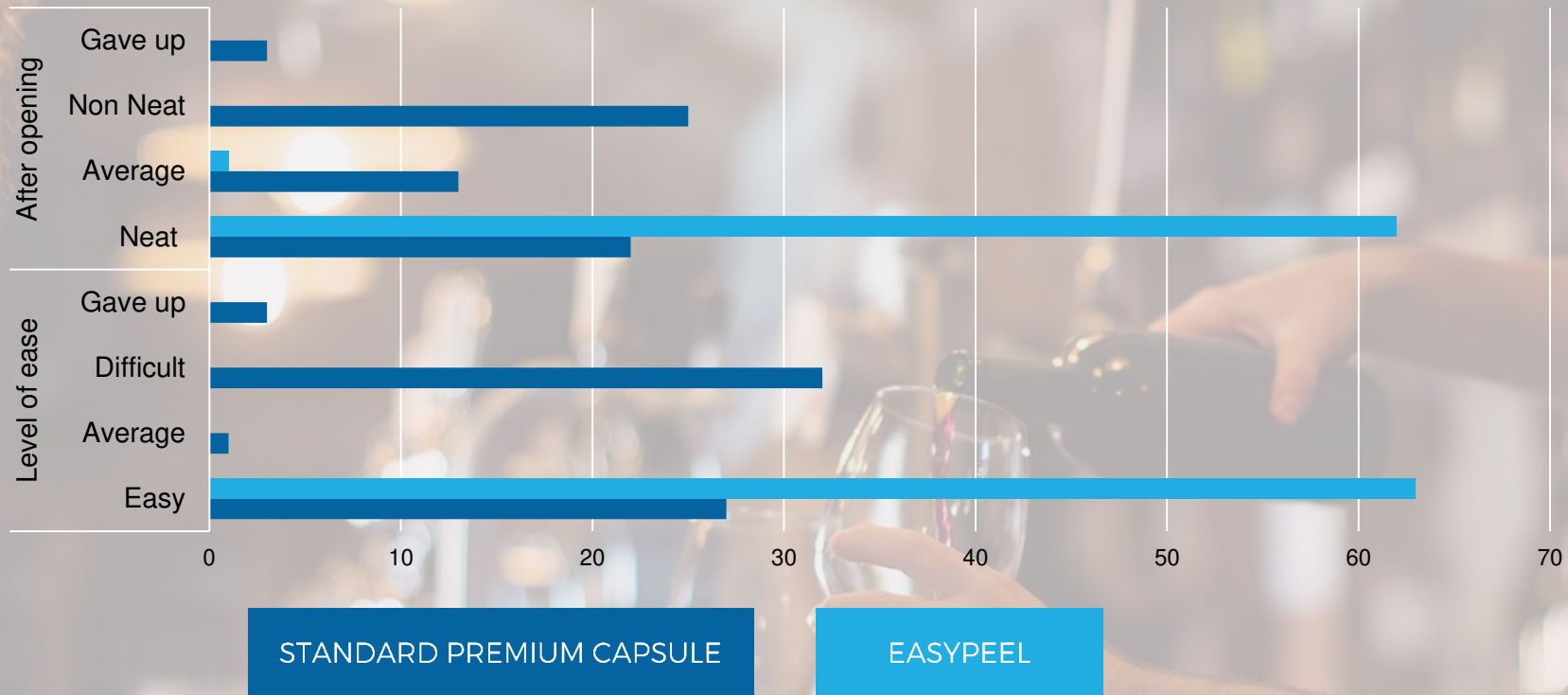
CONSUMER SURVEY

EASYPEEL

REASONS-TO-BELIEVE



The opening experience with EASYPEEL VS standard premium capsule



Evaluation done in November 2018 with a panel of consumers

EASYPEEL

CONSUMER TESTING: RESULTS OF THE SURVEY



90% of the participants found their opening experience with EASYPEEL as very easy



100% of the participants found EASYPEEL as convenient and safe



100% of the participants preferred to open a bottle of wine with EASYPEEL to a standard capsule

Evaluation done in November 2018 with a panel of consumers





PROMOTION



EASYPEEL



INFORMING CONSUMERS

HOW TO INFORM YOUR CONSUMERS

ON THIS NEW EASY OPENING



ON THE PRODUCT



HOW TO INFORM YOUR CONSUMERS

ON THIS NEW EASY OPENING



ON SHELF



HOW TO INFORM YOUR CONSUMERS

ON THIS NEW EASY OPENING



ON SHELF VIDEO

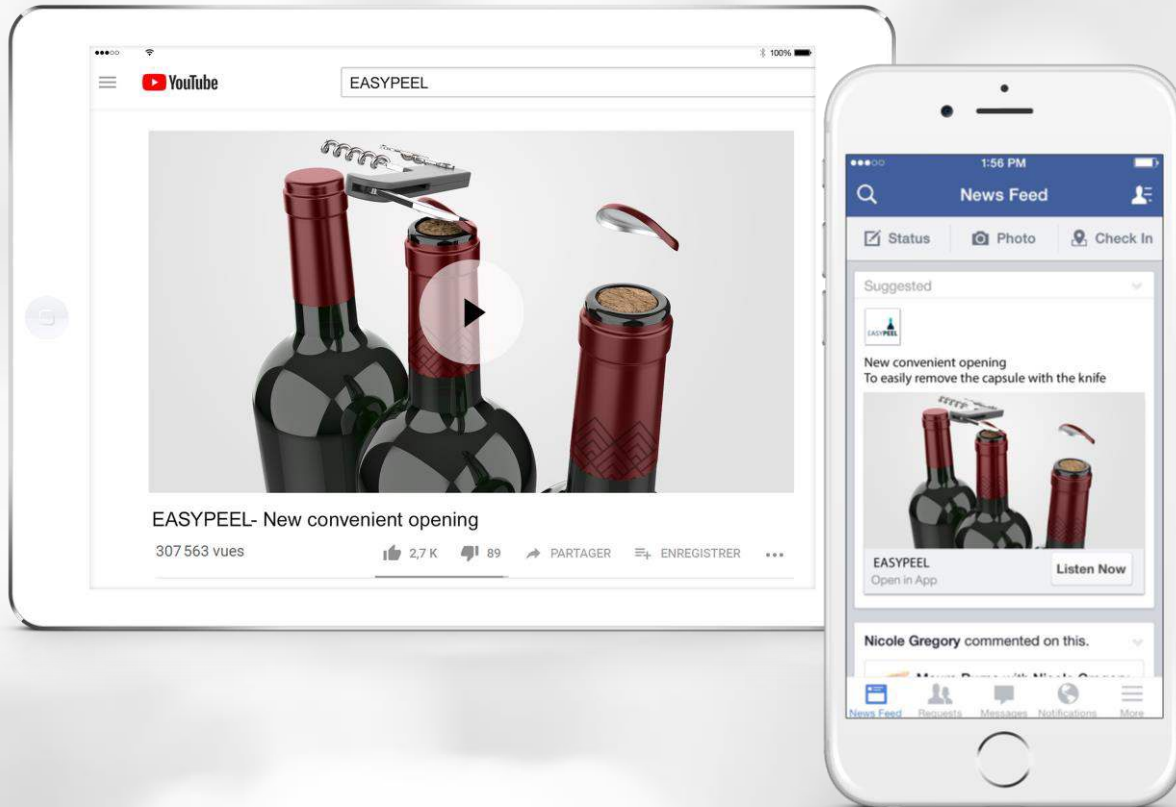


HOW TO INFORM YOUR CONSUMERS

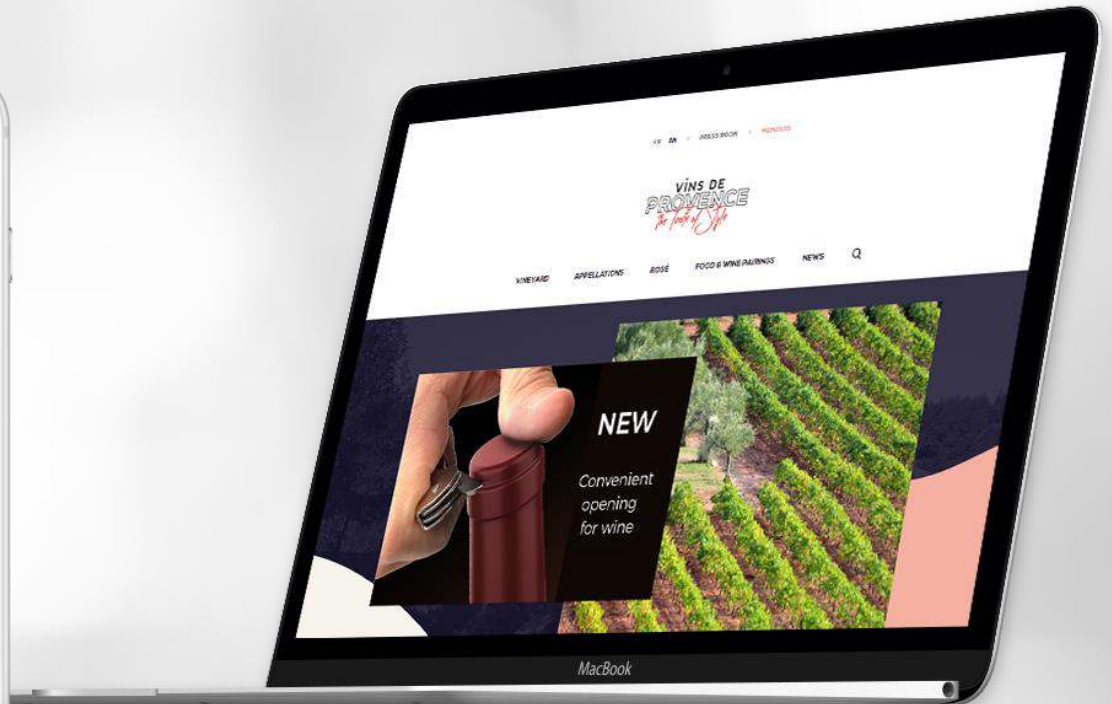
ON THIS NEW EASY OPENING



ON SOCIAL MEDIA



ON YOUR WEBSITE



With EASYPEEL, now everyone can cut a perfect line everytime!



An innovative opening bringing ease & convenience



A premium image preserved with a perfectly neat finish after opening



A fully recyclable product made of aluminium



A cost-saving solution compared to Tin



EASYPEEL

...

Add this outstanding innovation on your capsule!

YOUR CONSUMERS WILL LOVE IT!

