

# Press release

Public Relations  
NuKorc Pty Ltd  
+61 8 8368 0100  
[public-relations@nukorc.com](mailto:public-relations@nukorc.com)

---

## **Another way NuKorc is ahead of the competition**

Australian liquor chain leader BWS and Italian winery Umbria Viticoltori are two great examples of how clients can use an innovative marketing edge through NuKorc's unique two-colour printing.

As well as its proven technical performance and quality benefits, NuKorc also offers a unique, high definition two-colour print feature that can give wineries a creative point of difference over their competitors.

The print feature means NuKorc closures can be printed with any specified logo, brand or other artwork in up to two colours simultaneously.

"It adds value to our client's brand, can be used as a zero-cost promotional tool and provides a direct means of communication between the winery and its final customer," NuKorc's Commercial Director Stuart Derbyshire said.

Woolworth's BWS division used the two-colour feature in a one-off promotional release celebrating Australia Day this year.

"A total of 1.5 million bottles of True Blue Chardonnay were released in BWS stores with a very Australian closure: a NuKorc printed with the Australian flag, the BWS logo and the message, 'Proudly Australian'," NuKorc Australia National Sales Manager, Mr. Trevor Harper said.

"In a highly saturated, price sensitive market, product innovation and original marketing techniques are a key competitive strategy for BWS. These NuKorc closures were a perfect fit for both strategic imperatives" BWS Business Manager for the Wine Category, Mr. John Allen, said.

NuKorc's design feature also is proving a big hit in Europe. Italian winery Umbria Viticoltori wanted to make the switch from cork to synthetic stoppers. Managing Director Marco Gemelli also wanted to give his wine a marketing swirl over the competition.

"NuKorc was the perfect choice not only because of its technical excellence and quality but also because of its unique two-colour print feature and range of non-standard colours the closures themselves are available in," Mr. Gemelli said. "We wanted to change the type of closure to eliminate problems linked to natural cork, such as TCA, and also we wanted to start a new, fresh and more vibrant approach to identifying a new brand of ours.

"The result is a white closure that tells the consumer in a fun way exactly what they are buying, with the Italian flag printed on the closure, the name of the winery and the fact the wine is 100 per cent made with Italian grapes.

"Sales of the wine have increased after the makeover, there hasn't been any problem with quality and consumer acceptance of synthetic closures in Italy is very high."

Umbria Viticoltori is so impressed with NuKorc that it intends to expand its use to other lines and with other designs to continue and develop the direct communication with its consumers.

**For more information contact [public-relations@nukorc.com](mailto:public-relations@nukorc.com)**