

# Screw cap alternatives

It seems that the whole world has gone screw cap crazy. From very nervous beginnings the screw cap option has taken off big time within the Australian industry. Although the virtues of screw caps have been reported by all and sundry this is but one option that producers can use to seal their bottles.

**T**he cork option is still very much alive and well for producers who are yet to be convinced about the virtues of screw caps with options ranging from the Premium Reference 1 corks down to the technical corks which have only been available a relatively short period of time.

There is now however another cork option available to growers – PROCORK, an Australian invention that makes wine corks less susceptible to flavour modification, cork taint (TCA) and oxidation.

PROCORK has been three years in research and development and is exclusively licensed and distributed by Vintners Imports Pty Ltd, a subsidiary of Vinpac International.

PROCORK places a patented disc of five membranes on the ends of natural cork,

thus providing a barrier between the cork and the wine to prevent adverse characters presenting themselves in the wine.

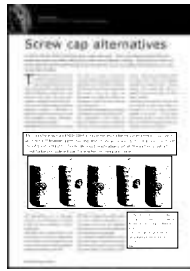
The discs are applied automatically utilising patented machinery engineered specifically for the PROCORK membrane. The latest round of testing, supported by three other trials, has shown the technology can significantly reduce the transmission of TCA from corks to wine by 90 to 100 per cent.

The PROCORK technology can be applied to all grades of natural and technical cork – from agglomerate corks through to premium grades, all current alternatives that secure many of Australia's finest wines. PROCORK can deliver the benefits natural cork has provided historically at a competitive price with the additional

security that the wine will be consumed as it was intended by the winemaker.

The cork/screw cap/PROCORK choice needs to be made in conjunction with your overall branding positioning and strategy, along with sell-price and shelf life of your product. There are cost implications of all the options, which need to be considered carefully when making a choice. Pinnacle Creative works closely with clients in regards to the recommendation of which closure to adopt.

Obviously the end choice of how you seal your product is your own; there are advocates of all the various options available in the market. The nice thing about these options is that we now have them. As recently as only five years ago the selection was a lot more limited.



## National Liquor News

May, 2005

Page: 58

Section: General News

Region: National Circulation: 10,636

Type: Magazines Trade

Size: 341.67 sq.cms.

Published: Monthly

Brief: PROCORK  
Page 2 of 2



For further information about design  
and packaging please contact Heather  
Mitchell, Pinnacle Creative Manager  
Email

[heather.mitchell@pinnaclecreative.com.au](mailto:heather.mitchell@pinnaclecreative.com.au)

Website [www.pinnaclecreative.com.au](http://www.pinnaclecreative.com.au)

Phone: 08 8331 0896

Fax: 08 8331 2237

The cork/screw cap/PROCORK choice needs to be made in conjunction with your overall branding positioning and strategy, along with sell-price and shelf life of your product. There are cost implications of all the options, which need to be considered carefully when making a choice.

