

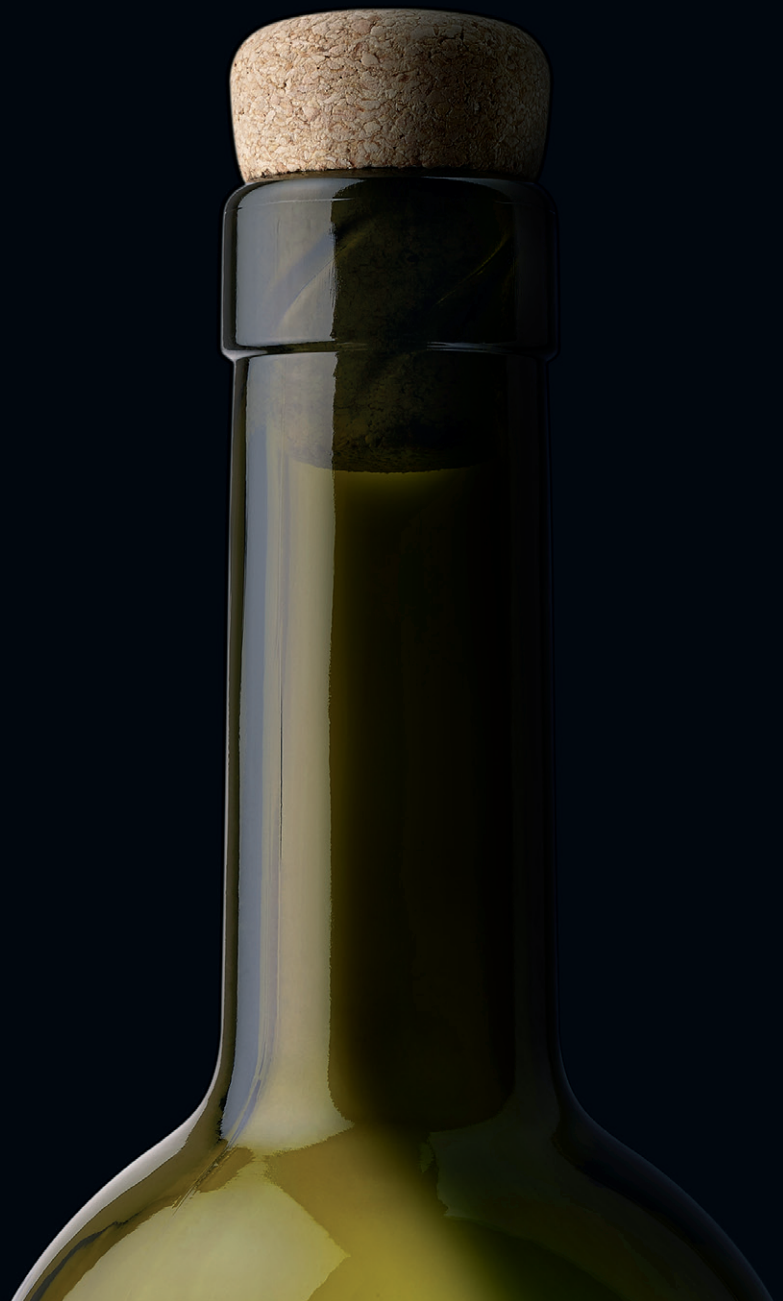
helix

—

An unexpected  
twist

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[helixconcept.com](http://helixconcept.com)



  
AMORIM





—

Nature  
Design  
Convenience

Wine, cork and glass...

each derived from nature, these three products have developed a very special relationship over the centuries. Together, they deliver one of life's greatest pleasures – opening and enjoying a bottle of wine.

Now two global market leaders in wine packaging – Amorim and O-I – have together pioneered an evolution of this classic combination.

Helix is the perfect partnership between a glass bottle with an internal thread finish and an ergonomically-designed cork. It offers the quality image, excellent taste preservation and environmental benefits associated with both glass and cork in an innovative, highly convenient solution.



For many consumers, the ritual of uncorking the bottle, and the satisfying “pop” as the cork is released, are central to the wine occasion and an intrinsic part of the DNA of wine – borne out by the 12 billion corks used worldwide each year. The moment of uncorking is strongly linked both to the convivial pleasure that wine brings – as we share a bottle with family and friends – and our sensory enjoyment as the wine’s aroma and flavour are released.

For the very first time, consumers can enjoy this classical ritual, including the associated “pop”, without the need for a corkscrew, thanks to Helix.

This is down to the unique design of both the glass bottle and the cork stopper. The Helix cork features a series of grooves that fit perfectly with threads inside the neck of the Helix glass bottle, enabling the user to remove the cork effortlessly, simply by holding and twisting the top. After opening, the stopper can also be re-inserted into the bottle in the same way, so that a bottle of white wine, for example, can be re-sealed and stored in the fridge for later use.

Helix creates an airtight, natural barrier, allowing the preservation of unopened wine bottles for up to two years, whether stored horizontally or vertically.

In extensive testing conducted by Amorim and O-I, wine stored in Helix glass bottles with cork stoppers showed no alteration in terms of taste, aroma or colour over a period of 26 months. Both free and total SO<sub>2</sub> performed according to wine industry standards.

Further testing of Helix bottles and corks at a high temperature again demonstrated the excellent level of airtightness offered by the solution (see box).

#### ACCELERATED AGEING TEST

Extensive testing included subjecting Helix bottles and corks, filled with still white wine and stored horizontally, to a temperature of 35°C for 30 days. When evaluated after this period, the Helix wine packaging concept delivered stellar performance in key areas, including:

- Sealing capacity
- Wine migration
- Wine absorption
- Manual removal of cork
- Manual reinsertion of cork

*(Test conducted by Amorim and O-I, 2012)*



## The evolution of a classical combination

The first real wine packaging innovation of the 21st century, Helix opens up a world of new possibilities for the wine industry.

Numerous studies have shown that consumers across all markets have a strong preference for cork when it comes to wine: 94% of US consumers prefer cork stoppers (Tragon study, 2012), as do nine out of ten French consumers (Ipsos survey, 2010), while 86% of Spaniards believe that cork preserves the quality of wine better than artificial closures (Cork Project, 2012). Cork stoppers are also preferred by 85% of Italian consumers, with 88% finding that opening a bottle of wine and smelling the cork is a pleasure (Demoskopea survey, 2011).

Similarly, 82% of European still wine consumers have an overwhelming preference for glass (FEVE Consumer Preference and Packaging in Europe, 2010), perceiving it to be the best material for preserving taste and protecting the environment.

In April 2011, US consumer research conducted by O-I revealed that consumers want to buy more products in glass: nearly 94% of Americans said that if they could purchase their favourite wine in any container, they would choose glass.

As part of the Helix development process, Amorim and O-I conducted qualitative and quantitative research with consumers in France, UK, USA and China, to discover more about their attitudes to wine closures. There was overwhelming acceptance of Helix from all markets, with respondents describing it as “smart”, “aesthetic”, “convivial”, “interesting” and “surprising”. (see box next page)

By offering a user-friendly, ergonomic solution, Helix enables wine producers to meet these consumer preferences across a broader range of wines, including price points where convenience is a major factor. Predominantly aimed at the popular premium and fast turnaround still wine segments, Helix offers a price-competitive packaging concept. It can be quickly and easily implemented with only a minor adjustment to the filling line to enable the orientation of the cork.

## Cork & glass: best for wine...

With a 300 year heritage, the combination of cork and glass is an integral part of the story of every great wine. Today, it is universally associated with quality wines and trusted by many consumers to deliver the contents in optimum condition. There are good reasons for this preference: both cork and glass have a range of special characteristics that make them ideally suited to wine preservation.

The bark of the cork oak tree, cork is light and compressible, with each cork made up of around 800 million cells. Its unique structure enables cork to adapt naturally to the shape of the bottle neck, protecting the contents, which is a crucial element in developing the special character of the wine.

Glass is beautifully simple and pure. Three natural materials – sand, limestone and soda ash – and recycled glass are its primary ingredients. The raw materials used to make glass are safe and abundantly available. Non-porous, pure and inert, glass preserves the subtle taste and aroma of wine for many years to come. Since glass requires no internal lining, there is no risk of taste alteration or chemical reaction with the wine. The look and feel of glass bottles effortlessly conveys an image of superior taste, quality and craftsmanship.

### VALIDATED BY CONSUMERS AS “THE BEST OF BOTH WORLDS”

Consumer research carried out in France, UK, China and USA demonstrated an overwhelming acceptance of Helix from all markets. Respondents highlighted the following benefits:

- Combines the premium image of traditional cork with the convenience of easy opening
- Enjoyable to open – the “twist and pop”
- Innovative, unique and modern
- Premium and elegant
- Easy to re-seal
- Functions like a normal cork
- Sustainable

Consumers were shown to be equally enthusiastic in traditional wine markets (e.g. France) as in a growing wine markets (e.g. USA, UK and China).

*(Ipsos study, 2010)*

## ...best for the environment

With an increasing awareness of the need to protect the environment among consumers, both glass and cork have another key advantage: they are two natural and sustainable packaging materials.

Glass is 100% recyclable and can be recycled endlessly without any loss of purity or quality, saving both energy and raw materials: every 10% of recycled glass used in production results in a reduction in carbon emissions of approximately 5% and energy savings of about 3%.

Cork has a highly positive impact on the environment. Biodegradable and recyclable, it is 100% renewable and hand-harvested from trees that are never felled. Each cork stopper absorbs up to 112g of CO<sub>2</sub>, unlike artificial closures which emit CO<sub>2</sub> into the atmosphere (LCA by PriceWaterhouseCoopers).

Cork production actually preserves biodiversity – in fact the cork oak forest is one of 35 global biodiversity hotspots – and combats both social and environmental desertification by providing the world’s highest paid agricultural work and regulating crucial water cycles.





# A partnership between two global leaders

The result of a four year collaboration between Amorim and O-I, the development of Helix has seen both companies drawing on their innovation capabilities and their exceptional understanding of the international wine market, gained from a heritage that stretches back over a century.



The world's largest manufacturer of cork stoppers, Amorim (Euronext: COR) has over 140 years' experience of serving wine producers.

Based in Portugal – the largest cork oak forest area in the world – the company supplies cork stoppers to more than 15,000 customers across 82 countries, through a network of fully-owned subsidiaries in every wine market around the world.

Amorim's wide range of natural and technical stoppers is continually evolving, driven by the company's extensive R&D process. Technological innovation has steadily improved the performance of cork stoppers in recent years, prompting increasing numbers of wine producers to choose cork in preference to other closures – which has seen Amorim consistently gaining market share.

For more information, visit:  
[www.amorim.com](http://www.amorim.com) or [www.amorimcork.com](http://www.amorimcork.com)

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Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass container manufacturer and preferred partner for many of the world's leading food and beverage brands.

With revenues of \$7.0 billion in 2012, the company is headquartered in Perrysburg, Ohio, USA, and employs approximately 22,500 people at 79 plants in 21 countries. O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. O-I's Glass Is Life™ movement promotes the widespread benefits of glass packaging in key markets around the globe.

With plants historically located in the heart of each of Europe's main wine-producing regions, O-I has evolved in tandem with the wine industry. Today, it combines a deep understanding of the traditions of wine-making with the strategic vision and technological know-how you would expect from the world's leading glass packaging manufacturer.

For more information, visit:  
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