

## MEDIA RELEASE:

*ZORK takes Australian 2009 Innovation Award.*

ZORK, the truly home-grown Australian enterprise that is now recognised internationally as one of the great global success stories, has taken a national Innovation Award.

ZORK has won the coveted Amcor Gold Innovation Award for its ingenious new sparkling wine closure known as SPK.

Presented by the Packaging Council of Australia, the Award recognises outstanding achievements in packaging innovation across the full range of materials, structures, components and developments.

Award Criteria: The packaging should be enhanced by innovative design and thinking, demonstrate a significant advance in technology or material usage and should deliver significant benefit to the market place.

The Gold Innovation Award judges comments: The SPK is the world's first re-sealable top for sparkling wines. This radical design move will change forever the presentation and closure of sparkling wine.

SPK allows easy open and re-seal, which encourages consumption in moderation and extends the life of the product. Containing an ingenious four- piece construction, SPK features a soft seal which holds the pressure, a foil gas barrier to prevent flatness and oxidation, and a collet and cap locking mechanism. SPK has a 40 per cent smaller carbon footprint than the cork and muselet alternative, becomes a reusable re-sealer for other bottles for the rest of its working lifetime and is 100 per cent recyclable.

Judges were keen to recognise this breakthrough for its application in the wine industry worldwide.

SPK designer John Brooks, a founder and Technical Director of ZORK, says: "We think our technically advanced and visually appealing closure has come-of-age in the global wine marketplace. SPK offers a serious alternative closure to cork, synthetic stoppers and screwcap."

ZORK Marketing Manager Joey Baker says: "The Packaging Council of Australia represents a wide range of producers of packaged goods and we are delighted to receive the Gold Award for Innovation. This is the second time one of our products has received such an honour".

"We are in the early stages of commercialising our SPK closure and market feedback to date has been overwhelmingly positive. This award reinforces the strength of our design platform and demonstrates the wealth of talent South Australia has to offer on a global scale."

ZORK won the APA Gold Innovation Award in 2005, for its still wine closure STL.

Packaging Council of Australia CEO Gavin Williams says: "Getting the design of packaging right is not easy. Achieving the correct balance between the complex interplay of social, economic and environmental factors is a challenging task. In addition to minimising its impact on the environment, packaging still needs to deliver on its core function – to contain, preserve, protect and provide information about the contents. For all the challenges the industry faces, these awards demonstrate that now and in the immediate future, we can look forward with optimism. The energy, talent and ideas exist in abundance."

The Australian Packaging Awards were announced at a function in Melbourne on Friday night, October 2.

**Further details:**

Australian Packaging Awards Website:

<http://pca.org.au/results09/apa/awards/Amcor-Innovation-Award-16.php>

[www.zork.com.au](http://www.zork.com.au)

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