

STL

STL is a robust, contemporary wine closure which offers a genuine alternative to the performance of existing closures, and presents opportunities for wine marketers to achieve a positive point of difference with consumers in a crowded retail market.



ZORK

7 Hackney Road
 Hackney SA 5069
 t +61 8 8363 5635
 e zork@zork.com.au
 w zork.com.au

STL is the only closure which combines the convenience of opening a bottle by hand, with the celebratory 'pop' of a cork.

Consumers around the world have adopted STL as their closure of choice. The simplicity of design and compatibility with a modern lifestyle combine to deliver a unique marketing opportunity for wineries using the STL closure.

STL consists of three parts; a robust outer cap with a tamper evident clamp that locks onto the band of a standard cork mouth bottle; an inner metal foil which provides a consistent and predictable oxygen barrier and an inner plunger which creates the 'pop' on extraction and reseals after use.

Ease of application from a small manual system to a high speed bottling line using industry standard capping equipment with minimal and low cost modifications make STL adaptable to a range of winery facilities.

Independent third party testing has confirmed that STL either meets or exceeds all industry benchmarks with respect to wine making performance. (A copy of the full report is available upon request or can be found at www.zork.com.au).

Research confirms that consumers perceive STL as a fun, innovative and reliable closure.

Wineries ranging from small to medium regional companies to major international wine companies have successfully released brands under STL.

In the crowded global wine market, having a great wine is simply not enough to ensure success. You need the whole package – designed to consistently meet consumer expectations.

STL delivers three important key attributes to produce a strong competitive advantage for wineries using STL:

Convenience

Easy to open and simple to reseal with no corkscrew required.

Confidence

STL's sealing technology maintains the quality of the wine, ensuring it is delivered just as the winemaker intended it to be.

Contemporary

STL is easy to recognize and stands out from the crowd, providing 'cut through' in a crowded retail environment.

BENEFITS OF STL

- Winemaker
 - Preserves the wine
 - Robust to handle
- Marketer
 - Creates market differentiation
 - Retains the look and feel of wine
- Production
 - Cheaper than cork and capsule
 - Faster and simpler to run than screw cap
- Consumer
 - Easy to open
 - Convenient reseal