

Challenge Accepted.

# PREMIUM CLOSURES DELIVER AFFORDABLE LUXURY TO THE SPIRITS MARKET



» CASE STUDY: GRAVI-TECH™ HIGH DENSITY FORMULATIONS





## DISTINGUISHED CLOSURES FOCUSED ON LUXURY PERCEPTION

### THE CHALLENGE

Beverage selections can say a lot about who you are and what you aspire to be. Before a drink is ever served, its package is already shaping your perception of what you're selecting and how others will view it. In fact, a 2015 Packaging Matters™ report from MeadWestvaco indicates that over 25% of alcoholic beverage consumers say that packaging is “very” or “extremely” impactful in their decision to purchase a product.

As they strive to increase the perceived value of their products, leading brands realize that talking to consumers through traditional communication outlets is no longer enough. In addition, they're engaging consumers through sensory marketing, which utilizes subconscious triggers that appeal to the basic senses. A consumer's experience of touch, sight and sound can generate notions of importance, quality and even monetary worth when engaging with a product's package.

Recently, a market leader in the production of closures for spirits wanted to increase profitability without compromising the quality it provides to the world's leading beverage brands. Creating premium closures that convey superior quality, sophistication and style is what make this producer a leader in its market. The company approached Avient with the question: how can we continue to meet premium brand owners' needs while improving our own profitability?

### THE SOLUTION

Maintaining premium aesthetic standards while lowering processing costs can be difficult. Working closely with the producer, the Avient team recommended customizing a high density, engineered material formulation as an alternative to metal. Injection molding the closure from this material, called

Gravi-Tech™, would provide the look, feel and sound of metal and maintain a premium perception. Switching from metal forming to injection molding would also enable processing cost savings and expanded design freedom.

In addition to cost savings, replacing metal would enable the closure producer to provide its spirits customers with customization in density and color, because Gravi-Tech formulations are colorable, and can be tuned to replicate up to 5 times the density of traditional polymers. These materials are able to be vacuum metalized or electroplated as well, to reproduce the premium metal finish that leading spirits makers prefer.

### THE IMPACT

The closure producer's team switched to Gravi-Tech material, and immediately logged a 35% cost savings due to lower material and processing costs. The team was able to preserve the premium aesthetics demanded by the leading spirits maker they served.

Finding a material that would not compromise the premium quality provided to a leading spirits brand was critical for the closure producer. Choosing Gravi-Tech formulations helped them to show that consumer perception and profitability are not mutually exclusive.

**Avient offers Gravi-Tech™ high-density formulations that are suitable for alcoholic and non-alcoholic beverages, as well as other premium applications such as beauty and cosmetic products.**

**To learn more about Gravi-Tech™ solutions, contact Avient at +1.844.4AVIENT (1.844.428.4368) or visit [www.avient.com](http://www.avient.com).**