

Tapí **ink**

**THE ART OF
KEEPING
YOUR UNIQUENESS
INSIDE**

**A COMPANY THAT
KEEPS ON GROWING**

**RESEARCH AND DEVELOPMENT
AT THE CORE**

A LOOK WITHIN

OUR PRODUCTS AND INNOVATIONS

CASE HISTORIES

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*Discover the world of Tapi:
little masterpieces designed to preserve,
luxury closures made to be opened.*

HE WHO HESITATES IS LOST

*Tapi is an international group specializing in the design, production and distribution of high-end technological closures for the food & beverages and cosmetics sectors. But how did a local Veneto firm transform in just a few years, from its launch about twenty years ago into today's multinational company? How did it become a market leader in a niche at the forefront of technology and design? And how is it facing up to the many challenges of the coming years? For answers to those questions, we turn to Group Chief Executive Officer, **Roberto Casini**.*



“Tapi was born from the coming together about twenty years ago of two entrepreneurs, who saw in synthetic closures the chance to change our way of thinking. From substance to form, they realized that there was also a need for design and that, being so visible, a bartop closure could make a substantial difference by adding value to the bottle. Getting into the world of vodkas, where packaging is crucial in order to stand out from the crowd, marked the beginning of a great leap forward – millions of bottles began to be sealed with Tapi products, which were not only functional, but were also made in captivating shapes, colours and materials – innovations that came to be noticed by large groups such as Bacardi, Campari and Martini. This opened up new avenues to internationalization. In 2012, in order to back up this renewed global vision, an Italian private equity fund joined Tapi, an operation which in 2014 enabled us to acquire Taponés Escobar, a key

Mexican player with whom we had long been doing business. 2017 marked another key moment, when Italian private equity fund Wise acquired Tapi. This change marked a further leap, the cornerstone for a new change of pace and a new entrepreneurial style, which began to materialize when we acquired another two companies, one a production company in Argentina and the other a distributor in Germany. That brings us right up to the present day: 2018 proved to be another year of growth, turning over 54 million euros, 90% of which was on international markets, but the year also marked the start of a stabilization phase. That by no means reflects a standstill – here at Tapi we have created our own mantra, the result of our fervent commitment in-house (fuelled by teamwork, research, development, quality and innovation) and a far-reaching project in conjunction with our international partners. A pathway that has its roots in the finest Italian style, in our country's craftsmanship, and our renowned excellence in the food & beverage,

innovative design, luxury and fashion sectors. And just as they do in the fashion sector, we too create collections: every six months, we come up not only with new products, but also with inspirational concepts and above all styles. While these are our foundations, our Vision has developed in a strongly multicultural and multinational direction: our origins may be Italian, but our head office does not look to centralise everything. Quite the opposite, in fact – we support and encourage those who work in our offices around the globe, just as we support good ideas no matter where they're from. After much work and passion, I'm proud to be able to state that we are currently leaders of a niche in the luxury sector to which competitors are increasingly being drawn: the marketplace is still very open. That explains, too, why our future projects will involve opening up to new markets. A new challenge so that we can carry on being competitive. For ever”.



**WE KEEP
GROWING**

MANY IDEAS, ONE TEAM

The importance of the team, and of teamwork: a company is made up of people, the secret of success lies in knowing how to choose them, bring out the best in them and create the conditions for them to work at their best.

Who better than Tapi Managing Director Bruno Reggio to talk us through such topics?



“Teamworking may be the watchword, but what do we actually mean by it? Let me give an example of the way we understand it here at Tapi: when we’re sitting round a table for a meeting, whether it’s just a few of us there or a large group, everyone gets a say and everyone listens. It might not seem like much, but it truly is – in-house communication has to be fluid, it has to be able to flow freely. And people need to have the will to interact and exchange ideas each and every day – what better proof than that of the vitality found in our working group? This continuous sharing of information leads us to constantly cast a critical eye over what we do here – not a week goes by without some process or other coming under the

spotlight, giving us the chance to make improvements and devise new pathways. Much of this dynamism comes from having a young active work team who are on the lookout for opportunities, and their proactiveness and proposals are handsomely rewarded. Another recent example is of someone working at customer services: after a training course, she was given the opportunity to head over to Mexico for a few months to make her experience available to some of the other people who work with us. It’s an opportunity for both sides that enriches not only the individual but the whole company, in a virtuous circle. Let me conclude by saying that it is truly outstanding to be able to run a

company with these characteristics – creative, dynamic, rewarding, with a range of products that make it one of the main players in the market to which it can offer a whole series of excellences. Such variety on our part and demand from customers helps us create highly customized products, and every day we have to be able to come up with organizational models capable of meeting the requirements both of the market, and of production. The challenge for me is to keep reflecting with an open mind, one that will encourage me to analyze the proposals and then select the best ones. Tapi is a melting pot of evolving ideas, and those come up where people are motivated, as all of us here of course are”.





RESEARCH AND DEVELOPMENT AT THE CORE



PASSION FOR INNOVATION

There is no such thing as development without research: Tapi's R&D department is dedicated to the search for new technical solutions, new materials and new production processes. In a dynamic sector such as packaging, this division is key, not only in responding to our customers' requests but, above all, in anticipating them. Group R&D Director Domenico Liberati.

"In my view, research and development means giving shape and substance to ideas and turning them into reality, receiving inputs and transforming them into products. To do that, we need a dynamic, close-knit team: ours has numerous experts engaged in non-stop research, not in an abstract or purely academic sense (although we do work with universities, such as the Milan Polytechnic, studying advanced materials and processes), but rather with a view to achieving concrete results.

In a year, we process over 1,000 requests for new products: every new machine and every new process we develop then become an integral part of our company know-how, the result of all of our experiences: this is our true, great heritage that also allows us to anticipate needs that customers don't yet know they have.

Also, a couple of years ago, we made a major investment in technology by implementing a 3D printer that can make product samples, using plastic components that will look similar to the end product: this not only optimizes timescales, but also doesn't interrupt other production processes when all we need to do at that stage is convert our customers' ideas and requests into a 3-dimensional object.

In addition to the purely technical aspects, much of our efficiency derives from sharing our work with other departments, from production to quality control, where the main watchword is speed. We have to take as little time as possible from start to finish: that's what the market requires of us and we need to be always ready to respond.

The company has grown a lot in recent years and this is a time of great ferment, with further structural changes taking place, as the company matures: making sure that we always think positively pushes us towards achieving the result that in turn pushes us to improve on a constant basis".



TECHNICAL FOCUS

CO-INJECTION: GLUELESS WELDING.

The search for captivating, yet high-performance design solutions led us here at Tapi to develop a special welding technique for some models in our collections, known as co-injection.

This technique uses no adhesives, making it a perfect solution for wooden head closures.

This ensures a perfect seal between head and leg, which in turn reduces the risk of breakage and thus, in addition to making the closure more functional, also protects the quality of the content.



ULTRASOUND TECHNOLOGY FOR A RISK-FREE CLOSURE.

Among the various technological solutions that we have implemented here at Tapi is ultrasonic welding, which ensures that the contents are safely sealed, without the risk of breakage or coming apart. Though it uses no adhesives, the cutting-edge ultrasonic welding technique ensures that the components of a closure are sealed even harder, thus preventing the product from breaking or detaching into its various parts during use.



A LOOK WITHIN





FROM ITALY TO THE WORLD

*The most important matches are played out at international level: our acquisitions in Mexico, Argentina and Germany have made Tapi into a multinational, while we look to expand further with a view to broadening our markets, especially in the Far East. The managerial style underpinning this expansion has always been respect for local cultures, as Group Chief Financial Officer **Claudio Giunta** explains.*

“One of the cornerstones of our philosophy is to pool all of our expertise and to build on experiences.

We make acquisitions with a view to bringing out the best in the people already working there: that means that the head of Tapi Argentina is Argentinian, the administrative manager in Mexico is Mexican and so on.

We have no intention of placing Italians in the top positions, which also allows us to operate together in an atmosphere of partnership. In Mexico, we have 370 employees, but the idea that we open up abroad just to save on manpower costs could not be further from the truth: we look abroad not to reduce costs, but to develop opportunities.

For us, going to Mexico was the leap that enabled us to become a global player with that touch of Italian style that, freed of useless trappings, works only where the spirit of added value lives on, a spirit which knows what to do and

does it well. That is Tapi: a smart, dynamic company, full of enthusiasm and energy, where there’s no such place as a comfort zone, where everyone looks ahead, making plans and investing, and where we know the value of everything, even from a financial standpoint.

As well as tasks aimed at achieving the objectives that being owned by a private equity fund requires of us, in 2018 we invested in improving both our production processes and our know-how. To give just one of the many concrete examples, in Mexico we developed a machine which can paint the wooden heads on our closures, and we created that technology entirely in-house: the costs may have been huge but then so were the benefits, in terms both of manpower and of speeding up the production process. The point is that even small investments can help you do great things. And we certainly do them”.

CLEAR IDEAS ABOUT THE FUTURE



Tapi's horizons involving strengthening our presence in Europe and the Americas, with one eye on the Far East with a view to further expansion. Opening up to new markets is one of the most important challenges for us at Tapi today, as Group Marketing & Communication Manager Paolo Boratto explains.

"Tapi is heading along a pathway that in the space of just a few years has seen us grow from a small local firm into a medium-large company with an international outlook. This has led to both marketing and communication strategies evolving, as they will no doubt continue doing. For each market that a firm wishes to move into, there are two steps. First of all, a series of strategic marketing activities need to be carried out, aiming to investigate the surroundings, finding out what the most appropriate types of product would be, what priority areas to choose, what local fashion trends and consumer tastes are, and so on. This also involves taking part at events and trade fairs, not only for new businesses but above all as a place for networking, seeking partnerships with local players who, in many cases, especially when it comes to Far Eastern markets, are essential for opening doors into the market itself. One of our objectives is a territory with enormous potential and a commercial situation reminiscent of Italy about twenty years ago, where many brands coexist and the desire for evolution and differentiation of packaging emerges strongly. After analyzing the market, the second step is

communication: the local needs that have been identified are processed and translated into a message aimed at a specific target audience. Communicating internationally requires not only starting off from a solid mission statement, but also having a very clear brand vision that corresponds to a strong, unified image – at the moment, we are relaunching the brand platform, and we have taken on the international communication agency MullenLowe, who we are working with on renewing our corporate image that will unify the group in a more specific way, starting from the base. This key step will place us in a completely different category from our competitors. We're in a rather appealing market niche. Some of our competitors have come up with their own product categories to compete with ours: we sometimes even come across our own innovations revisited some time later by others, both in terms of design and materials, which gives a measure of how much the market looks to us for leadership. While on the one hand that is flattering, on the other it pushes us to consolidate our position at the top, which is exactly where we are now".

MADE TO BE OPENED

Tapi

UNIQUENESS INSIDE
BEAUTY ON TOP

NEW LOGO

Our new logo with its more dynamic styling represents the changes which the company is currently undergoing. One significant addition is Growi, which helps the brand evolve by conveying a high symbolic value. Indeed, this is the new icon for the Tapi world, a symbol of development that points upwards, representing our desire for continuous growth.

NEW PAYOFF

Our new tagline communicates the core of our business. The beauty of our closures is the crowning moment in a process based on dialogue and ideas, seeking to maintain the uniqueness of the precious content through a continuous search for cutting-edge, high-performance solutions. Excellence thus has both an aesthetic and a functional purpose.

NEW CONCEPT

Our new concept, **made to be opened**, is an invitation to think outside the box, opening up to a new world of excellence and innovation. Our closures are designed to seal and preserve, but for customers to enjoy the contents of the bottle and the whole experience, those closures need to be opened.

NEW VISUAL

The new visuals express our vision of the world. We're not scared of limits – quite the opposite, we welcome every challenge with enthusiasm in our search for unique solutions. To reach the top, we push the concepts of innovation and originality to their very limits, going even beyond the pursuit of excellence in every field.

CUSTOMIZED EXCELLENCE

From project to production, which in Italy happens both at our Rossano Veneto plant, where the moulding process takes place, and at Massanzago, where the products are finished and stored in the warehouse. This is the production layout we developed recently through an intensive in-house rationalization process, which has helped us increase production and improve processes. Tapi Italia Production Director Nicola Girardi.

"I share an office with Group R&D Director Domenico Liberati: it's absolutely essential that production and research & development operate in tandem, in order to achieve synergy of time and purpose.

This kind of horizontal, flexible organization, in which communication is rapid, essential and shared, is crucial for a company like ours at Tapi, which has always been customer-oriented, which is one of the things that most struck me when I came to work here 9 years ago.

This approach translates into a huge number of products (in 2017, we had 2900 active codes out of a total of 4600), each of which in turn might involve a series of very different processes and production solutions.

The average product life is around two years, which means that we operate in a super fast market that makes new demands of us on a daily basis: we need to be open-minded and flexible, improving our core processes and optimising our custom ones, from lasering to the various types of assembly and glueing, as well as sometimes highly complex handicraft, performed by a plant that runs two shifts capable of manufacturing the finest quality products. In short, a concept of tailor-made products, made even more efficient by the recent production rationalization process, which provided a great opportunity to get us all to put ourselves on the line from the point of view of lean production, a process that has even required us to change the shifts in order to increase production and which has led to the recruitment of new staff".



QUALITY UNDER CONTROL



Quality in Tapi is a byword for excellence, a container waiting to be filled with hard facts. Group Quality Director Martino Vettorazzi has clear ideas on this.

“Quality is mainly a matter of putting ourselves in the place of our customer who, in our case, is not the end consumer but an intermediate entity, and we have to respond to the needs of both. At a technical level, we carry out quality controls on finished products using both objective methods (with spectrometers and other instruments) and subjective ones (with arrays of products shared with our customers). But it is upstream that the real battle is being played out: product control means process control, the end result of a project that, if it is going to be effective, must be able to translate customer needs into reality. This also means using materials suitable for food contact (or FCMs) – our products have to comply with the regulations in force in Europe and in the USA. For us, words like FCMs or HACCP are not mere empty acronyms, but pathways along which we proceed when creating an integrated global system.

On this matter, we have completed the ISO 9001 certification process for the Massanzago plant and become members of SEDEX, which aims to spread and support ethical principles within global supply chains. We have achieved all this by further strengthening our compliance with all mandatory occupational safety regulations, doubling our commitment to reducing waste, improving our control of supply chains and much more. My idea, which I shared from the outset with the company, is that quality control of processes and products should anticipate problems upstream, not solve them downstream. That is a goal that we all share”.

“My role is becoming increasingly complex – the number of demands increase and so does our response speed, which has to be able to keep up.

The secret lies not only in fully understanding this dynamic and personalized market, but also in anticipating what sort of demands the Research & Development department will be making, so as to be able to come up with definitive and satisfactory answers. To do this we have to start upstream, where the raw materials we work with are made, such as plastic, wood, cork, aluminium, steel, zamak, adhesives and many others. It goes without saying that in order to select them, you need to have the right technical knowledge. But you cannot do that without relational skills, which translate into an ability to forge relationships with very different suppliers, ranging from the artisan sawmill to the giants of the plastics world and, where possible, to transform suppliers into partners to sign contracts with, to issue pre-orders based on forecasts and analyses etc.

Another of my objectives is to achieve group-level synergies for purchases: we're a multinational company, and economies of scale are vital for achieving objectives. Clearly, such a vast and complex task can only be carried out as a team: my long experience in sports (I used to play rugby professionally both in England and in Italy) led to my motto: TEAM, or Together Everyone Achieves More. I truly believe that – a team is crucial”.

FIRST WITH RAW MATERIALS

*When it comes to materials, selecting and procuring the raw materials are among the key elements of an effective supply chain. **Stefano Codo**, the Group's Purchasing Director, knows how to respond to the needs of a constantly-changing market.*





OUR PRODUCTS

NEW CLASSICS

Research into style, research into processes, research into raw materials: Tapi closures are the end result of a complex path, one that is technologically advanced and creatively continuous. Conceived as fashion collections that we can customize right down to the smallest detail, they put a fine finishing touch to Premium and Super Premium food

& beverage products, including spirits and liqueurs, wines and beers, olive oil and balsamic vinegar (as well as closures for cosmetics made out of precious materials). Here we turn the spotlight onto three collections, each of which differs in terms of shape, materials and use.



ABOR: ECO-SUSTAINABILITY AND DESIGN ENHANCING THE PRODUCT ORIGINS.

Abor is far more than a closure for the distillates market: it is a cutting-edge green-design project, the result of research that we here at Tapi regard as the engine of continuous improvement. Abor's main characteristic is that it is made with spent lees from the distillation processes of marc, cereals, sugar cane, rye, agave and so on. Abor breathes new life into material that would otherwise be thrown away, thus reducing not only their environmental impact but also strengthening the connection with the products used to make the distillates. This creates a virtuous circle which, in addition to raising the profile of the design team, also enhances the origins and history of the distillate itself. The closures are totally safe, as they are made out of inert materials and treated for contact with alcoholic beverages; they can be made in any shape and can even be made up of over 50% plant matter.

STARLIGHT: TRANSPARENCIES AND COLOURS TO MAKE YOUR PACKAGING SHINE.

Starlight makes every bottle glisten, with its brightly-coloured details and futuristic design. This is a bar-top closure with a synthetic head, made with a cutting-edge technique known as ultrasonic welding, which does not use any adhesives. A locking below the head ensures that the individual components are even more securely fastened, preventing the closure from becoming accidentally

detached or even breaking during use.

Starlight is not only beautiful and functional: each component is also customizable as both the head and the locking below it can be manufactured in many different combinations, with transparent colours and metallic effects to create variegated shades, from colder tones to warmer ones. Even the leg can be adapted to different needs. In addition, lettering and logos can be printed on each component of the closure.



MEKANO: THE IMPACT OF INNOVATION ON THE WORLD OF BEERS AND MUCH MORE...

Mekano is a mechanical closure designed for the world of craft beers which have undergone secondary fermentation. Aesthetically appealing, at the cutting edge of technology, resistant to pasteurization and hot filling, it is part of the Revò collection, a range dedicated to functionally innovative products.

The main feature of this closure are its excellent sealing properties, made possible by a head in thermoplastic resin created with high-performance techno-polymers, by a seal made up of a high gas-barrier ethylene rubber (food-compatible, of biomedical origin) and by its arms and veil made out of composite glass-fibre materials which are as resilient as aluminium.

No mechanical lubricants, reusable, easy to apply manually, fully customizable and 100% recyclable, Mekano is a masterpiece of innovation, available in various different sizes.



PRODUCTS & PROJECTS

WOOD LINE: PERSONALIZATION COMES NATURALLY TO US.

Material and aesthetic beauty come together in a natural, flexible material such as wood, interpreted by Tapi in a vast range of highly customizable T-stoppers and pourers. The leg is made out of either cork, micro-agglomerate or latest-generation synthetic materials, while the head is made from choice woods, finished using a range of either classic or innovative solutions for the top and side of the closure: whether it's a lacquer effect, fire-branded, laser engraving, or else created by adding a metal medallion or customized shapes.

SPEAKEASY: THE CRAFT SECRET LINE.

Craftsmanship, old-fashioned flavour, delicately chic flair. This is the identity that Tapi wanted to give to the co-marketing project born out of a partnership with Saverglass and inspired by the Prohibition Era atmospheres of 1920s USA. That is when so-called "speakeasies" were opening up – classy stores that illegally sold liquor which you could only get into using a password, which was passed on by word of mouth, and which changed on a regular basis.

Tapi evokes that highly secretive and rather elitist mood, underlining our freedom to enjoy today what is no longer a forbidden fruit. The range is made up of three collections of closures, combined with bottles made by Saverglass: Oslo Apothek, Botanic and Mixologist. Products with an alchemical charm, revisiting the elegance of pharmaceutical jars in a refined and contemporary key. Each collection is presented in its own pack, which contains various versions of the closures – in a combination of raw materials and refined designs, that brings out the uniqueness in every bottle.



SPECIAL PROJECTS: CUSTOM BY SIGNATURE.

Closures of unparalleled quality, an expression of the brand identity, an ambitious design in terms of both aesthetics and functionality. These are the Signature special projects, where Tapi Group know-how combines with the specificity of the individual brand, giving rise to unique high-end items. Each new closure is either based on a standard model, enriched with fine stylistic details, or else a brand-new creation, tailored to the needs of the customer's packaging and brand identity, starting from shape and colour, then adding in choice of materials, custom prints and inserts.

WOOD INSPIRATION BY SIGNATURE: PERFECT CRAFTSMANSHIP AND AESTHETICS.

Designed as carved wooden sculptures, with precious customizable inserts on side and top, the T- and screw-cap closures in the Wood Inspiration line form part of Signature, Tapi's Premium range dedicated to the more ambitious brands of spirits, condiments and cosmetics. A blend of craftsmanship, aesthetics and technology, interpreting the expressiveness of wood, expressing its natural veins, playing with the elegance of shapes, finishings and details.



CERAMIC INSPIRATION BY SIGNATURE: UNIQUE TIMELESS VALUE.

There is something rather superior about ancient and noble materials such as ceramics. An essence imbued with history, and with a search for beauty, capable of transforming even the tiniest objects into gorgeous ornaments. For that reason, ceramics have earned themselves a rightful place in Signature, Tapi's high-end closure collections: Ceramic Inspiration is the range designed for those who love to indulge in timeless elegance and to be surprised by the refined delicacy of detail. Seven different models, interpreting all of the expressive and functional power of ceramics: Classique, Veneziano, Craquelé, Metallic, Stone Washed, Stone Effect and Mosaic. Precious finishes have been developed for each one, enhancing their design and their artistic quality.





PRODUCT NEWS

PRODUCT NEWS 2019

INSIGHTS

Several new products, exclusive to the Premium beverage market, were launched in Monte Carlo in October at the Luxe Pack exhibition, such as the new collections in the Signature range: Stone Inspiration Stone Effect with its stone-effect finishes, Light Inspiration Heavy Plastic made of metal-loaded plastic and the Wood Inspiration Craft line with genuine leather inserts. Meanwhile, for the Collection, we took steps to further develop Abor, the green-design project focused on the reuse of distillation residues/spent lees, as well as a new closure designed for the world of cosmetics.

SIGNATURE CERAMIC INSPIRATION STONE EFFECT.

There are two different stone-effect finishes in our Signature Ceramic Inspiration collection. An unrivalled product for the food & beverage market, the stone-effect finish is also brand new in terms of its material, featuring an irregular surface, which together with its density gives the final product a truly unique craft feel.

SIGNATURE WOOD INSPIRATION WITH LEATHER INSERTS.

Since craft-look packaging designs are becoming increasingly popular in the beverage world, here at Tapi we have come up with Signature Wood Inspiration with genuine leather inserts, a line of precious closures that enable classic designs to be created in a more modern key.

SIGNATURE LIGHT INSPIRATION HEAVY PLASTIC.

A new range of products made of plastic reinforced with metal. A finish that makes the packaging as a whole heavier, lending prestige and elegance to the finished product.

SIGNATURE STONE: THE CLOSURE THAT EXPRESSES CRAFTSMANSHIP.

Craftsmanship is a growing trend in the beverage industry, where the packaging needs to fully reflect the essence of the finished product. Signature Stone, the new closure designed by Tapi as part of our Ceramic range, combines the eco-friendliness of ceramics with legs in synthetic, micro-agglomerate or natural cork, according to customer requirements.

As well as being part of a growing craft product trend, its eco-friendly design also makes it an ethical choice. Ceramic with a stone finish helps to create packaging that is one of a kind, a natural, noble material that helps make closures into genuine works of art. It also acts as a trait d'union between innovation and tradition, to make a functional element with the expressive qualities of an ancient material such as ceramics.





STARLIGHT MIX: THE ENLIGHTENING POURER.

Shimmering colour and unique highlights: these are the characteristics of Starlight Mix, the pourer cap that will give your packaging its exclusive feel. It was designed to ensure sealability, eliminating any risk of the pourer breaking or coming apart.

The various parts of the closure are assembled using a cutting-edge ultrasonic welding technique that uses no

glue in preserving the quality of the precious content. Aesthetically pleasing and functional, every detail of Starlight Mix can be customised. The head and locking can be either transparent or solid, thus creating creative combinations of hues and shades. The interplay of light and colour that capture the eye with their irresistible elegance: Starlight Mix is this and much more.



DUO: FUNCTIONALITY AT THE SERVICE OF COSMETICS.

Tapi's long experience in the beverage world has allowed us to design a closure for cosmetics, in particular for the rod diffusers market.

The main problem with these air fresheners is that there's no suitable cap to help the end customer open them quickly and simply. Duo, the new two-in-one closure by Tapi, acts as both cap and ring to house the reeds that release the

fragrance into the air. It can therefore provide manufacturers with a series of advantages, such as lower production costs, as only one component needs to be purchased, a greater aesthetic appeal as both the wood and the internal closure can be customized, simplified storage and transport for the finished product, without any risk of leakage.



CASE HISTORIES

US FOR YOU

The success of a brand is never a matter of chance: it is down to its personality, consistency, quality and a host of other details, including its packaging and its closures.

In a world where brands are multiplying before our very eyes, it is increasingly difficult to stand out from the crowd. Tapi's R&D Department provides you the customer with all the support you need to bring your every idea to fruition, introducing innovative materials and designing shapes capable of expressing your brand to the full and enabling you to conquer new markets. Here are some examples.

BACARDI RISERVA 8

The rum-maker brand's greatest masterpiece and corporate symbol is without doubt its Bacardi Reserva 8, a blend of rums aged 8 years or more in white oak casks.

For several generations, this outstanding blend was reserved exclusively for the Bacardi family, to be drunk on special occasions. In order to seal in those aromas with hints of plum, apricot, nutmeg and vanilla, they chose a T-wood closure, with a finished wooden head personalized with the corporate logo and product name.



CAMUS

Maison Camus cognacs have been handed down from father to son for five generations, ensuring continuity of the founders' values, production processes and quest for exceptional aromatic qualities. The French label's eaux-de-vie stand out for their complex, refined flavours, achieved through a blend of innovation and tradition. The elegant Dome closure in unfinished wood from the Signature Wood Inspiration collection is a perfect way of expressing such a union – the timeless authenticity of wood supported by functional excellence. Camus' unmistakable style is thus preserved in all its glory by top-of-the-range packaging.

TYKU

Oriental flavours: TYKU is the premium sake brand in the United States. This top-quality product is imported from the famous Umenoyado brewery located in the heart of Nara, Japan. Its packaging and soft lines evoke zen mindfulness and imperial palaces, but also the modern design of the capital and that typically Japanese ability to blend ancient customs and manners with modernity. For this packaging, a blend of tradition and innovation, a customized closure from the Signature collection was chosen.

PLANTATION RUM

When the conversation turns to quality craft rums, Plantation, synonymous with the finest terroirs in the tropics, is on everyone's lips. They offer a wide range of spirits, coming from Jamaica and Barbados, produced using all of the knowhow and experience of top French company, Maison Ferrand, whose historic distillery is located in the Cognac region. To best preserve the blends, the distillers chose the refined Tapi closures whose essences in wood and finishes reflect the quality of the technology used to make the rums.

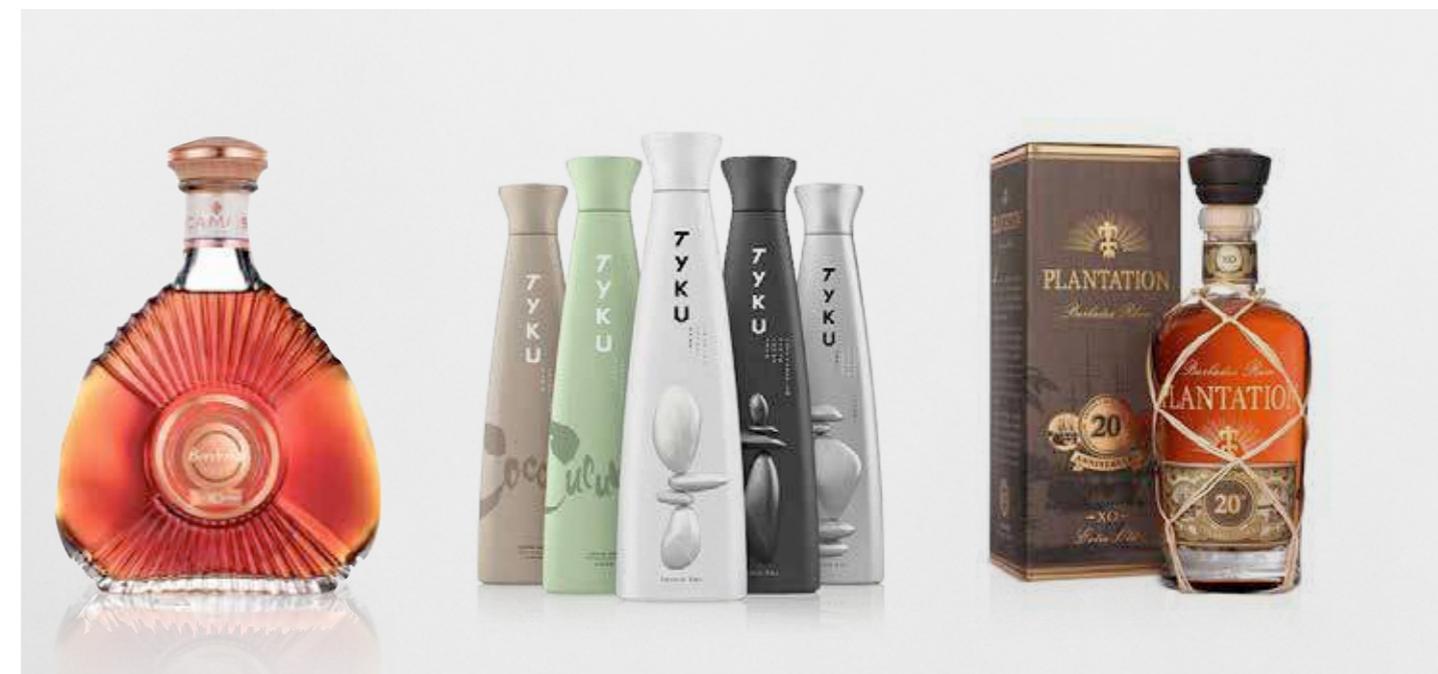


BARTOLOMEO GIN

Produced in Charente-Maritime by the Tigre Blanc Group, Bartolomeo® is a gin with a surprisingly spicy freshness.

The name harks back to Portuguese explorer Bartolomeu Dias, whose travels opened up trade routes with the Orient and to the import of spices by ship.

The design of the bottle is inspired by azulejos, the decorated tiles typical of Portuguese architecture. Its unfinished wood closure, created by Tapi, recalls two symbols of maritime exploration – the caravel and the astrolabe, both of which are engraved on its head.





LEÓN DORMIDO

The Ron Viejo De Caldas brand, the world's finest rum producer in the view of the 2017 International Rum Conference, is the manufacturer of this charming Colombian rum. The result of a long ageing in white oak barrels, which gives it its unmistakable flavour and sweetness. A "sleeping lion" closely connected with its surroundings and with the experience of its artisans. Like the dormant volcano from which it takes its name, which starts roaring as soon as it hits the palate. Its closure, designed to preserve León Dormido's aromas and pride, is a special project by Tapi.



SEEDLIP

Seedlip is on a mission to change the way the world drinks, by introducing the first alcohol-free spirits. This Nature Company's unique, complex blends can be mixed to create sophisticated non-alcoholic cocktails. The inspiration comes from way back, over three centuries ago, when it was common for physicians to distill herbal remedies that harnessed the power of nature to fight certain maladies. And Nature itself is clearly present in every bottle, in its content and in its packaging. Tapi therefore chose a closure that reflected these values: SCR Aluminium, a screw cap closure, reflects Seedlip's simplicity and love for Nature.

DECROIX GIN

A fully organic gin, made by Alcools Vivant, a company with a special vocation for producing spirits, using an approach that reflects its profound respect for life, after years of making an outstanding organic cognac. Decroix Gin is a distillate with a complex production method using plants of various different origins. Each bottle features a Tapi closure from the Ceramic Inspiration range, which brings out the originality of its production using a noble and ancient material such as ceramics: refinement and cutting-edge technology for a truly excellent product.



CRESPO LONDON DRY GIN

A premium triple-distilled gin from the Ecuadorian Andes, Crespo London Dry Gin is made with extra-neutral alcohol and cane sugar from tropical plantations, providing a unique mix of aromas and an unmistakable flavour. Indeed, in 2016, it won the Double Gold Award at the San Francisco World Spirits Competition and the Silver Medal at the New York World Wine and Spirits Competition. Tapi has created a custom closure to complete the distillate with fine packaging.





SWITCHBACK BARREL-AGED BLACKSTRAP ALE

The Switchback Brewing Company was founded in 2002 in the US state of Vermont, the brainchild of two master brewers, looking to make only the finest beers. Thus it was that Barrel-Aged Blackstrap Ale was born – a beer made from smoked malt that ages for four months in oak barrels. Switchback Brewing beers are left unfiltered and are naturally carbonated by the yeast during the fermentation process. In order to preserve its complex bouquet, with its hints of caramel and figs, they chose the Mekano by Revò closure.



CARAPELLI OLIVE OIL

Carapelli's Oro Verde, Il Nobile, Bio and Non Filtrato are four premium products, packaged in special bottles, designed to preserve their sensory characteristics to the full, while also giving the oils stylish appeal. The modern clean lines of the packaging are completed by a non-drip pour spout, designed and manufactured entirely by Tapi.

CANTINA RAUSCEDO

Not a company, but a cooperative that unites people through their ideals of participation and cohesion: the strength of Cantina Rauscedo lies in these shared values of an entire village that produces top-quality wine. After winning the Sauvignon 2015 gold medal at the Concours Mondial du Sauvignon in Bordeaux, the 2016 Sauvignon Friuli Grave DOC also won the bronze medal at the Decanter World Wine Awards 2018 in London, where it was competing with another 17,000 labels. This excellent wine features sober, linear packaging with an elegant black technical closure made by Tapi.



BALSAMIC VINEGAR MONARI FEDERZONI

Monari Federzoni is synonymous with passion for high quality and the unique tradition of Balsamic Vinegar of Modena PGI. A passion cultivated for over a hundred years and also recognized abroad, to which the company wished to pay homage with a top-end product, skilfully balanced on the palate. On the front of the bottle stands a red rose, evoking the tradition of placing rose bushes at the ends of rows in a vineyard in order to monitor its health, and it is no coincidence that the rose is heart-shaped. The closure was not to be outdone – a pourer from the Tapi Ghost range with a black leg and transparent head.





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