



—

An unexpected  
twist

—

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



# A partnership between Amorim & O-I

- The two global market leaders in wine packaging
- R&D and innovation based on +100 years' experience
- Four-year collaboration
- First real wine packaging innovation of the 21st century



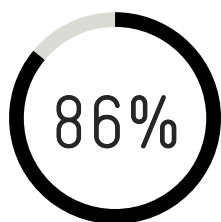
## Benefits of cork & glass

- Aesthetic appeal
- Protects wine and enables its special character development
- Unique cellular structures
- Natural packaging materials
- Environmental benefits

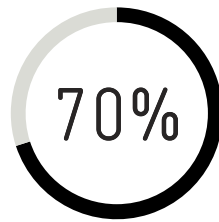


# The challenge

→ Consumers prefer cork & glass for wine



of wine packaged  
in glass



of wine packaged  
using cork closure

→ But convenience is also an important factor

→ CHALLENGE:  
combining the premium image of cork & glass  
with the convenience of easy opening





## The solution: Helix

- Part of the DNA of wine
- Perfect partnership that retains premium image
- Popular premium, fast-turnaround still wine segment
- Particularly relevant where convenience is a key factor





## How Helix works

- Proprietary Amorim & O-I technology covered by 3 patents
- Threads inside the glass interact with cork's natural elasticity to create matching grooves
- Ergonomic design enables simple hold & twist
- Easy to open & easy to re-seal



## Benefits of Helix

- Premium look & feel
- Convenience
- Taste preservation
- Sustainable packaging





# Proven success in intensive testing

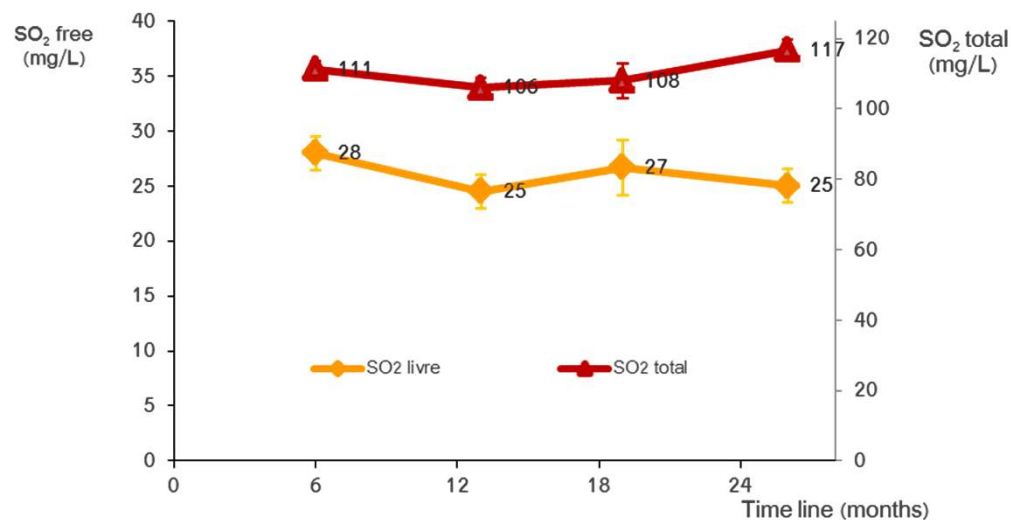
- Long-term storage test
- Accelerated ageing test





# Helix test results


- Intensive extraction & re-insertion testing
- Long-term storage test:  
No statistically sensory difference @ 26 month trial
- Accelerated ageing test:  
30 days @ 35°  
horizontal storage





## Validated by consumers as “the best of both worlds”

- IPSOS Consumer Research in France, UK, US & China
- Overwhelming acceptance of Helix
- Premium image of cork combined with convenience
- Easy to open & re-seal: “Twist & Pop”

- 
- A close-up photograph of a cork popping out of a dark glass bottle. The cork is light brown and textured, and the bottle is dark and partially filled with a golden liquid.
- Consumer feedback
  - Smart & convenient
  - Easy to handle
  - Elegant & Sophisticated
  - Innovative, unique & modern
  - Premium & quality

# Validated by supply chain professionals

- Key bottling-line suppliers have validated the solution
- Only minor adjustments needed on filling machines
- Orientation of the cork stopper





# Thank you

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

