



## **CREALIS UNDERTAKES A GLOBAL TRANSFORMATION TO STRENGTHEN ITS INDUSTRIAL AND COMMERCIAL PERFORMANCE IN THE SERVICE OF ITS CUSTOMERS**

In a rapidly changing economic environment, CREALIS, a major international group specializing in caps and closure solutions for wines, spirits and beverages, is undertaking a profound transformation of its industrial and commercial organization.

After several years of integration, CREALIS is opening a new chapter in its industrial history by rethinking its global organization with a clear ambition: to strengthen its competitiveness, accelerate operational efficiency and better serve its customers worldwide.

Driven by a long-term vision and a redesigned organization, CREALIS reinforces its positioning as a partner of reference, offering solutions that combine quality, service excellence, innovation and sustainability, closely aligned with market expectations.

### **CREALIS REORGANIZES AROUND A SINGLE BRAND**

This marks a defining turning point in the group's history. CREALIS is executing a strategic shift by bringing its historic brands together under a single identity: CREALIS. Eight entities, previously operating separately, are progressively being united under one banner. "By unifying our brands, we make our offer clearer, more cohesive and more efficient for our customers worldwide," explains Enrico Bracesco, CEO of the CREALIS Group.

Beyond a simple unification exercise, this transformation reflects a fundamental change in model. CREALIS is moving from a juxtaposition of expertise to an integrated organization, designed to meet the expectations of increasingly global, demanding customers seeking efficiency.

All commercial teams are now structured around a unified organization, led by Jean-Pascal Rey, who joined the group

in 2025, capable of carrying the full scope of the group's offering and providing customers with a single point of contact, regardless of their market. "Our ambition is to offer a global and integrated approach, with a single partner for all closure solutions", he emphasizes.

At the same time, the group is reconfiguring its industrial operations around two integrated productive Business Units. The first, dedicated to capsules, foils and wirehoods, addresses the needs of still and sparkling wines. The second focuses on closure solutions for spirits, oils and vinegars, including T-Bar and T-Pourer closures.

Already present across all segments: still wines, sparkling wines, spirits, beer, water, oils and vinegars; CREALIS strengthens the clarity and consistency of its offering through this new organization.



## INNOVATION AND INVESTMENT: DRIVERS OF GROWTH

In an environment marked by structural change, cost pressures and increased industrial constraints, CREALIS has chosen to maintain a strong investment trajectory. The group invests between 6% and 8% of its annual revenue each year.

This significant level of investment is directed both toward the development of new materials and technologies, improving the sustainability of caps and closure solutions, and the continuous optimization of industrial performance. “Our priority is to stay ahead. This requires constant investment in innovation, our industrial tools and our teams,” explains the CEO.

But the group’s strategy goes beyond production assets alone. CREALIS is also investing in human capital, with an active policy of training, recruitment and talent retention, considered a central lever of transformation. “Industrial performance cannot be decreed, it must be built. It relies as much on technology as on the skills and commitment of our teams”, states Enrico Bracesco.



*Enrico Bracesco, CEO of the CREALIS Group*

In a market where packaging has become a key driver of differentiation, CREALIS capitalizes on the breadth of its offering to support customers across all their challenges. “Packaging is now a strategic vector. It must protect, differentiate and elevate brands. That balance is exactly where we support our customers”, concludes Enrico Bracesco.

## CHANGING MARKETS OPENING UP NEW OPPORTUNITIES

The wine and spirits sector is undergoing a profound transformation, driven by lasting structural shifts.

“We operate in a market that is being reshaped, where consumer and brand expectations are changing rapidly. This creates new opportunities, but also requires more agility and innovation,” observes Enrico Bracesco.

In this context, CREALIS has identified two strategic growth drivers.

First, spirits, which have emerged as a key segment driven by strong premiumization. “In spirits, closures have become a central element of design and the overall experience. They fully contribute to the perceived value of the product”, notes the CEO.

Another dynamic segment is sparkling wines, which continue to grow worldwide. “Sparkling wines require a very high level of technical expertise. This is a segment






where industrial mastery and design know-how truly make the difference”, he adds.

At the same time, the group maintains an active presence across all its historical markets: still wines, beer, water, oils and vinegars; leveraging the complementarity of its offer.

This diversity enables CREALIS to support its customers in their transformation challenges while capturing growth dynamics in the most promising segments.



# A GLOBAL INDUSTRIAL LEADER SERVING BEVERAGE BRANDS

-  13 production sites worldwide
-  1,300 employees
-  5 billion closure solutions produced each year
-  Presence in more than 70 countries
-  €235 million in revenue



## A WIDE PRODUCT PORTFOLIO



## ABOUT CREALIS

CREALIS is the leading group in capsule and closure solutions for still and sparkling wines, spirits, beers, water, olive oil and vinegars. Building on 70 years of industrial expertise, the Group employs 1,300 people worldwide across 13 production sites: 3 in France, 3 in Italy, 1 in Portugal, 2 in Spain, 2 in the United States, 1 in Australia and 1 in Mexico. The Group markets its solutions in more than 70 countries worldwide.



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