

Maverick's News Archive 2016



Visit Maverick at the Unified Wine & Grape Symposium Wednesday, January 6, 2016

Maverick Enterprises, Inc. will be attending the Unified Wine & Grape Symposium and will be available at booth 1140 to answer any and all questions for your capsule needs. This tradeshow takes place on January 27th and 28th at the Sacramento Convention Center. Are you looking for help with your custom or stock capsules? Have you been looking for a new domestic supplier who can give you quality capsules in a timely manner? We're here to help! Maverick will have customer care reps, designers and even production staff available from all facets of our facility to help field your questions on their expertise. Stop in at booth 1140, say hi and ask our experienced team how we can help you with your capsules!

For more information on Maverick, visit us at www.maverickcaps.com or give us a call today! 707-463-5591



Maverick Announced Best Wine Industry Supplier 2016 Wednesday, March 2, 2016

We are pleased to announce that Maverick has been voted Best Alternative Closure Supplier for 2016 in Vineyard & Winery Management Magazine. This is annual survey VWM distributes yearly and Maverick was voted this year's most voted in the alternative closure category. Maverick was most prominently noted by voters who commented on Maverick's exceptional quality, customer service and technical support.

Maverick works very diligently to ensure that our customers have nothing, but the highest quality capsules in the industry for our customers. We strive to set the standard in customer service, technical support and attention to detail in the industry each and every day.

Are you looking to receive information on our company and the closures Maverick has to offer? Contact us today and ask us how we can help you with your packaging needs. (707) 463-5591 or at marketing@maverickcaps.com



Looking for a Cost Effective Alternative to Tin Capsules? Monday, March 14, 2016

For many years traditional means of capsules for high quality wines has been the Tin capsule. Known for its beauty and form on a rising priced wine. However, how much is one paying for their tin capsules in order to exude such prestige and class on their wine package? Dollars per thousand you say? Though nice, that does eat into the price point of your wine, doesn't it?

What if I told you, there is a capsules that exudes the same high quality spin down, spins down very well over large transfer beads, offers all artwork possibilities and all for a fraction of the cost? Maverick's Almost Tin Premium™ capsules are a thicker more durable layering three part poly laminate capsule that not only exudes the highest of quality, shows the exact same of the shelf to the consumer and for half the cost! Customers can expect to purchase approximately 6 ATP for the price of one tin capsule! These qualities all combined make for an amazing product Maverick has to offer. Interested? Check out our products section for more information and give us a call today to discuss your transition to Maverick Almost Tin Premium™ capsules.



Maverick Announced Finalist for Platts Global Metals Awards Friday, March 18, 2016

We are pleased to announce that Maverick is one of the finalists for the metals Company of the Year by Platts Global Metals Awards. Finalists were chosen from a pool of over 100 nominations in 14 categories, based on performance for each category's criteria.

This award honors the customers of metals producers who have built on the industry's spirit of innovation by implementing leading-edge applications likely to be imitated by competitors or initiatives that have changed the way their own customers use finished products.

The judges will consider initiatives or projects conceived by metals end-users or individual companies that have generated considerable costs or energy savings, resulted in improved efficiency in the use or operation of particular finished metal products or have enabled consumers to use a certain product in a new, more beneficial way.

As Maverick continues to be the leading manufacturer of capsules in the industry, always striving to produce the highest quality products, stay a sustainable supplier to our customers and continue to increase our efficiency as our capacity rises, we look to the future. A future that not only remains consistent in quality manufacturing and customer service, but strives for only the best for our customers in each of our daily processes.

In an ever growing industry Maverick remains at the top of the industry in innovations that help our customers with their packaging needs with our evolving list of capabilities and aspiring growth we truly feel thankful to be nominated for such a prestigious global award for our capsules.



Check Out Maverick's Stock Capsule Line Friday, March 18, 2016

As spring approaches bottling season is in full swing, but do you have the right capsules for the job? Are you looking to bottle your special edition varietals in small batch runs? Are you a local winery in your area that produces small, high quality wines that you need a high quality capsule for? How about you have a 50,000 piece run, you would just like to put a beautiful one color capsule on to compliment your already amazing label?

Maverick offers a highly efficient stock capsule program dedicated to our customers every needs. We hold stock for larger 50,000 piece orders all the way down to our one box minimum for our smaller customers. Orders are turned around quick, customer service is next to none as the best in the industry and quality is of the utmost importance to us in giving you a great product each and every time.

Interested in what Maverick has to offer? Call us today at 707-463-5591 and let us know how we can help you! We also have a very convenient, user friendly webstore for our customers to use to verify quantities, colors and their options before ordering. Visit our webstore here [Maverick's Webstore](#) to see what Maverick has to offer our customers!



Maverick Welcomes New COO Friday, April 8, 2016

Maverick is pleased to welcome Mike Benetti to the Maverick team. Mike is one of the newest members of our management team and has recently come to Maverick to fill our Chief Operating Officers position.

He will be working with all facets of our production team to continue in our efforts to streamline our processes and efficiently manufacture our capsules.

Mike has a lifetime of knowledge in the industry and has been working in manufacturing for 38 years. He most recently has worked in such industries as Automotive, Consumer Products, Lumber and even construction. Holding such positions as SR. VP of Ops and COO all while holding multiple degrees such as a BA from Western Ct. St. Univ., an MBA & Masters from the University of New Haven in Industrial Labor Relations and is a Lean Six Sigma Black Belt.

We're very happy to have Mike join the Maverick team as we continue to grow and shape our company in the future.



Maverick Hires Director of Engineering & Maintenance
April 15, 2016

Maverick also is happy to welcome Gary Balitzkat to the Maverick team. Gary has filled the position of Director of Engineering & Maintenance to help in aiding our maintenance team in continuing the top services that keep our machines in the best condition to produce our products and work to optimally run our machines to their capacity.

Gary has worked in manufacturing for 28 years and has worked in such previous industries as Automotive, with a specialization in metal forming and fabrication and is excited to bring his knowledge and apply it to the wine industry.

Gary has held many positions throughout his career, most notably Industrial Director, Director of Strategic Development and Operations Manager. We look forward to the great achievements we see Gary planning to continue the quality Maverick provides our customers.



Maverick Hires New Customer Care Representative
Monday, April 18, 2016

Maverick is excited to welcome Amber Connor to Maverick as our newest Customer Care Representative. She will be working with the customer care team to take on her own customer accounts and continue to provide the excellence in customer service our customers have come to know from Maverick.

Amber comes to us with 16 years of experience in customer care and is very eager to learn our process, understand manufacturing and work with our customers.

She has previously worked in the petroleum industry for the last eight and a half years working in such positions as

systems manager, dispatcher, contractor sales and hospital admissions.

Amber is a great asset to our customer care and administrative team helping us as we take on more customers and make sure we provide nothing, but the best in customer service to everyone we work with.



Maverick: Raising the Bar on Capsules Since 1992

Wednesday, May 4, 2016

In 1992, Maverick Enterprises, Inc. was founded with the goal to domestically produce capsules for the wine industry in the United States with nothing, but the best quality on the market.

Proposition 65, the Safe Drinking Water and Toxic Enforcement Act, had banned the use of lead in all capsule products, so the wine industry was looking to international sources to fulfill their beverage closure needs.

When Maverick came into the market and began its domestic production with just one forming machine they manufactured over 20 million state-of-the-art, non-lead capsules in their first year.

Enticing the domestic market to look at their business models and change to a domestic supplier for faster turnaround times and higher quality, Maverick became the supplier of choice.

That was just the beginning.

“Now we produce over 3.5 million capsules per day,” Shelby White, Maverick Enterprises, Inc.’s Marketing Coordinator proudly proclaims.

“We’re a fully vertically integrated facility,” she explains. “We do everything ourselves; printing, slitting, converting and shipping – and all at our Ukiah location in northern California.”

Maverick produces capsules in five, primary substrates that allow for maximum flexibility and creativity to meet its customers’ diverse needs. They include:

- **Poly laminate** – comprised of a three-layer aluminum-polyethylene skirt and an aluminum top disc. They provide a professional and cost effective packaging solution.
- **Almost Tin Premium™** – comprised of a more premium three-layer material that is a great recyclable and less costly alternative to tin capsules. This substrate bridges the gap between poly laminate and tin capsules for a fraction of the cost allowing for maximum malleability in a poly capsule.
- **PVC/PET (G)** – comprised of a PVC skirt and an aluminum top disc. The option of a bio-based, eco-friendly and compostable PVC alternative in PET(g) material can be provided as well by Maverick.
- **CapASleeve™** – an alternative PVC capsule without a top disk to display any possible custom T-closure. Artwork can be printed on the skirts for a custom CapASleeve™ or stock options are also available.
- **Champagne** – comprised of a three-layer, poly laminate body and an aluminum top disc to provide a clean and premium finish to champagne packaging. A mirage of hot stamping and printing options allow for one of a kind customization.

“Our talented Design Team works with existing brand designs or can help create completely new artwork to give our customers an exciting new package design,” White affirms. “We’re always looking for new and innovative ways of providing packaging to our customers to help them succeed; coupled with high-level attention to detail, our customer service and quality products make the difference.”

In addition to custom capsule options, White points out that Maverick has a stock capsule program, which allows customers to purchase smaller quantities for special reserve brands or varietals that may require just one-color, more simple designs. This allows Maverick to help customers big and small to meet their diverse packaging needs.



Maverick Announced Metal User of the Year by Platts Global Metals Awards Wednesday, May 25, 2016

Maverick Enterprises is pleased to announce that we have just been named the 2016 Platts Global Metals Awards winner for Metals User of the Year.

This award honors the customers of metals producers who have built on the industry’s spirit of innovation by implementing leading-edge applications that have changed the way our customers use finished products. The judges also consider initiatives that have generated considerable cost or energy savings and resulted in improved efficiency in the use of particular finished metal products, enabling customers to use certain products in a new, more beneficial way.

This immense achievement Maverick has accomplished goes hand in hand with the dedication to sustainability, efficiency and overall exceedingly high quality products Maverick Enterprises produces. We are very honored to accept this award as we expand our range of accomplishments in the industry for our customers as the premiere secondary closure supplier.

From Design to Bottling Line, Let Maverick Help With Your Capsules! **Wednesday, June 15, 2016**

It's June and bottling is on the horizon for many companies looking to finish of their package and place it on the shelves of stores for all to see. One very important piece to our customers is that ever present design work that at times can seem daunting and difficult to get through. Do you have a dedicated design team behind you to fuel your creative ideas from pad and paper to physical product?

At Maverick, we have a very talented design team that can work with existing artwork or build from scratch your creative ideas, transforming them into the closures you have been looking for; that one package, one product that stands out on the shelf to the consumer and speaks to them, inspiring them to buy your wine.

Our team will work with you to help create a one of a kind capsule for your brand that not only helps complete your package, but pairs well with your label and speaks to the consumer.

Maverick not only specializes in closure design, but is backed by a fully integrated production team who will work with you to produce your capsules and a customer care team to help follow your project from inception to delivery for your next bottling. What better way to design your closures then with a company that can set up your artwork to be production ready and make your design a reality.

Call us today to find out how we can help you with your design and manufacturing needs. What are you waiting for?

The Importance of a Wine Capsule **Wednesday, June 29, 2016**

In 1986 Prop 65 banned the use of lead in closures for the wine industry limiting what those here in the US could use for these products. In 1992, Maverick was started with the goal to bring customers non-lead, secondary closures, to the wine, distilled spirits and specialty food industries all to allow customers the ability to have their products produced in a fully vertically, integrated facility with all domestically produced products in house from start to finish. This creates, faster lead times, easily managed products via centralized location and quick response times to help you invent your closures.

This begs the question to some, why are capsules important for your wine? Here at Maverick we strive to make evident two major reasons why capsules are so useful and paramount to your product.

1. A capsule creates a tamper evident seal. What does this mean for your wines? Customers can rest assured that their wine is safely bottled and sealed for their use and no tampering has been done to their beverage of choice. Their capsules will show if someone has tampered with their wine making it one of the safest steps you can take in ensuring your product is just as you intended as it leaves your bottling facility and goes out to many stores for retail.
2. Not only does it create this seal, but it also creates the finishing touch on your package and lends for extra branding for your customers. After all, why not brand something that you are also using for safety purposes that matches your overall product look?

Here at Maverick we work with a very talented team to design, print, form and ship your capsules all from our location in Ukiah, CA. Our capsules are made in the US and our customer care team is standing by to assist you on your order from inception to delivery. Give us a call today (707-463-5591) or visit our website at www.maverickcaps.com to learn more about our products and how best we can help you with your next project!



Have You Heard About Maverick's Almost Tin Premium™ Capsule?

Friday, August 11, 2016

Over the years Maverick has had much success in introducing Almost Tin™ to the wine industry. Serving as a 3 layer poly laminate product, this proprietary blend allows for Maverick to offer a softer poly capsule that helps bridge the gap between normal poly and tin closures.

With extra malleability and the highest quality spin down, our new and improved version, Almost Tin Premium™, help with those bottles that you would like to have poly on, but otherwise might have large transfer beads or issues with cutting.

Interested in a high quality closure that will allow you to cut costs from your Tin closures, higher quality spin down application then your current Poly, and bridge the gap from poly to tin as a who new substrate for you to rely on? Then call Maverick today and ask us how we can help you with your next project!

More information is available in the August Issue of Wines & Vines, at www.maverickcaps.com or 707-463-5591

Maverick Stock Capsules Helping Customers In Need

Tuesday, August 23, 2016

Are you having trouble finding capsules for your products? How about a nice option that doesn't require you to purchase large amounts and you have options of color and sizes?

Maverick Enterprises has a stock capsule program that allows our customers many options in both poly and PVC capsules all with great prices, high quality closures, and can be purchased in as little quantities as 1 box.

In an effort to make ordering accessible and easy we offer an online webstore which our customers can access from our website, 24 hours a day, 7 days a week. We process orders every day and shipments leave within 2 business days of your order being placed.

Maverick is also available Monday through Friday 8am-5pm PDT to help customers place orders over the phone and help you get your capsules as quickly as possible for your upcoming bottlings.

Interested? Visit our stock webstore or give us a call today (707-463-5591) and let us know how we can help you with your closures!



Choose Maverick to Tend to Your Closures

Wednesday, September 7, 2016

As the industry heads through harvest, one of the busiest times of year for wineries, it's easy to lose track of all other aspects of your products. The packaging, though the next important feature for your brand, can tend to take a back seat at times while you're making sure the fruits of your labor are properly cared for and processed. Packaging seems like the need for those items are so far away, you'll be fine when you get to them. Is it really that far off though to not be working on your future final product?

Here at Maverick we understand our customers are busy and we know you might not always have time to keep track of your orders and the important aspects of your brand every second of the day. That's why our customer care team works closely with our customers for their orders, keeping them informed, and completing their orders, tracking them from inception to delivery so you don't have to worry about your upcoming bottlings.

Maverick has an onsite design team to help you quickly and efficiently work up new designs for your projects all while knowing what is needed to create a high quality, successful, secondary closure.

So while you're busy on your harvest and trying to tend to your grapes, why not choose Maverick to help you tend to your closures and top off your wine packaging?

Call us today at 707-463-5591 and ask how Maverick can help you with your brands or visit our website for our various closures we manufacture at www.maverickcaps.com.



Tradeshaw Season is Approaching, Are You Ready?

Wednesday, October 5, 2016

As we reach the end of 2016 and harvest is coming to a close, we look now to the future. To upcoming bottlings, to 2017, new package changes, redesigning or refreshing your brand and so much more. One word comes to mind though where you can go to speak with industry professionals about these things and discuss your ideas and aspirations to companies you can work with in the coming year: Tradeshaws.

Tradeshaw season is upon us and two big shows that Maverick is happy to be a part of are the WIN Expo (booth 321) on December 2nd in Santa Rosa, CA in beautiful wine country and on January 25-26 at the Unified Wine & Grape Symposium (booth 321).

Whether it be you are looking for custom capsules, stock capsules, to discuss your artwork, branding or all around new or secondary supplier, Maverick Enterprises is here to help you with any and all of your capsule needs. We're gearing up for some great, end of the year deals on our closures for those that stop by our booths and visit with the Maverick team, and we'll have our tech support and customer care team ready and waiting to help you.

So what are you waiting for? Begin planning your tradeshow schedules now and come see us. You'll be glad you did!

For more information on Maverick Enterprises please give us a call at 707-463-5591 or browse our website.

Stop by Maverick's Booth at the WIN Expo for Great Deals!

Wednesday, November 2, 2016

With harvest coming to a close and your next vintage on its way, it's never too early to start thinking about the newest design elements for your wine. Maverick Enterprises manufactures high quality capsules in poly, pvc, Almost Tin Premium™, and Champagne. We strive to bring customers the very best in closures, while allowing your creativity to shine. We have a design team on staff to help design or work with your existing designs to bring your life your packaging needs.

Maverick also offers a high quality stock closures that offer a capsule for your wine while being economical, and without the hassle of large minimums. Any customer, large or small has the advantage of being able to use our stock closures to save money and dress up a vintage they are need of capsules for.

This WIN Expo Maverick will be participating in #ExpoDeals. By stopping by our booth and talking to our customer care representatives about our stock capsules you can take advantage of the 10% discount on stock orders over \$500 if you order by the end of 2016 as well as very low priced limited time stock capsules which we are looking to have a big sale on before year end.

Interested? Stop by booth #321 and ask how you can take advantage of our stock capsule sales and much more!

WIN Expo Fast Approaching!

Thursday, November 17, 2016

As the WIN Expo quickly approaches, what are you looking for to help make your 2017 a big success for your winery? On December 2nd at the Santa Rosa Fairgrounds droves of wine industry professionals will be ready and waiting to help you with your everyday needs from packaging all the way down to tools needed in the vineyards and all equally as important to ensure you have the very best for your business.

However, at the end of the long days, the harvests and the countless hours of work that goes into your wine business, the final product is the ultimate pay off for the meticulous work being done each and every day. Here at Maverick we work to make sure all those long hours and hard work doesn't go unnoticed on your final packaging.

At Maverick we work with our customers to ensure we can provide the best branding options for your wine closure needs. The benefits are quite simple:

1. Maverick is a domestic supplier working in a fully vertically integrated manufacturing facility. This means we print, convert and ship our products all out of our manufacturing facility located in Ukiah, CA making things convenient and accessible to all customers.
2. We have a customer care team who is available to help you track your project from inception to delivery as we manufacture your order.
3. Maverick has an inhouse design team who can work with existing artwork or help you design your very own which we can then bring to life on our production floor.
4. Maverick has been in business for almost 25 years and with it bring a wealth of knowledge to our manufacturing business.
5. Maverick works 24 hours a day 5-6 days a week to ensure your closures are being produced quickly and efficiently for your business.
6. Finally, Maverick has a skilled printing and converting team that works to produce high quality products and consistently checks quality throughout each project in all departments. We know that quality makes a difference, and we're dedicated to making sure you receive the very best for your wine.

Interested in talking to us more about your project? Stop by booth 321 at the WIN Expo on Dec. 2nd and check out all Maverick has to offer!

Take a look at our #ExpoDeals and what we're offering for discounts at the show! <http://wineindustryexpo.com/expodeals.php>

Maverick Adds New Stock Capsule Colors to Program

Tuesday, December 13, 2016

For many years Maverick has invested in helping customers of all sizes with their capsule needs. Instituting Maverick's stock capsule program has helped many customers both large and small purchase stock colors from our inventories which they can use for their bottlings with purchases as small as one box to as large as one pallet or

more.

As 2017 approaches we have decided to add even more to allow our customers the opportunity of purchasing more colors at our same low rates and quantities beginning now! We have added new colors such as blue metallic, burgundy glossy, copper, purple, gold, black glossy and dark red to our inventories allowing our customer more variety. Interested in checking out all the new capsules Maverick has to offer in stock? Visit our stock webstore at <http://www.maverickcaps.com/stock-web-store.html> or call today at 707-234-6104 for more information and to request samples!