

Thomas

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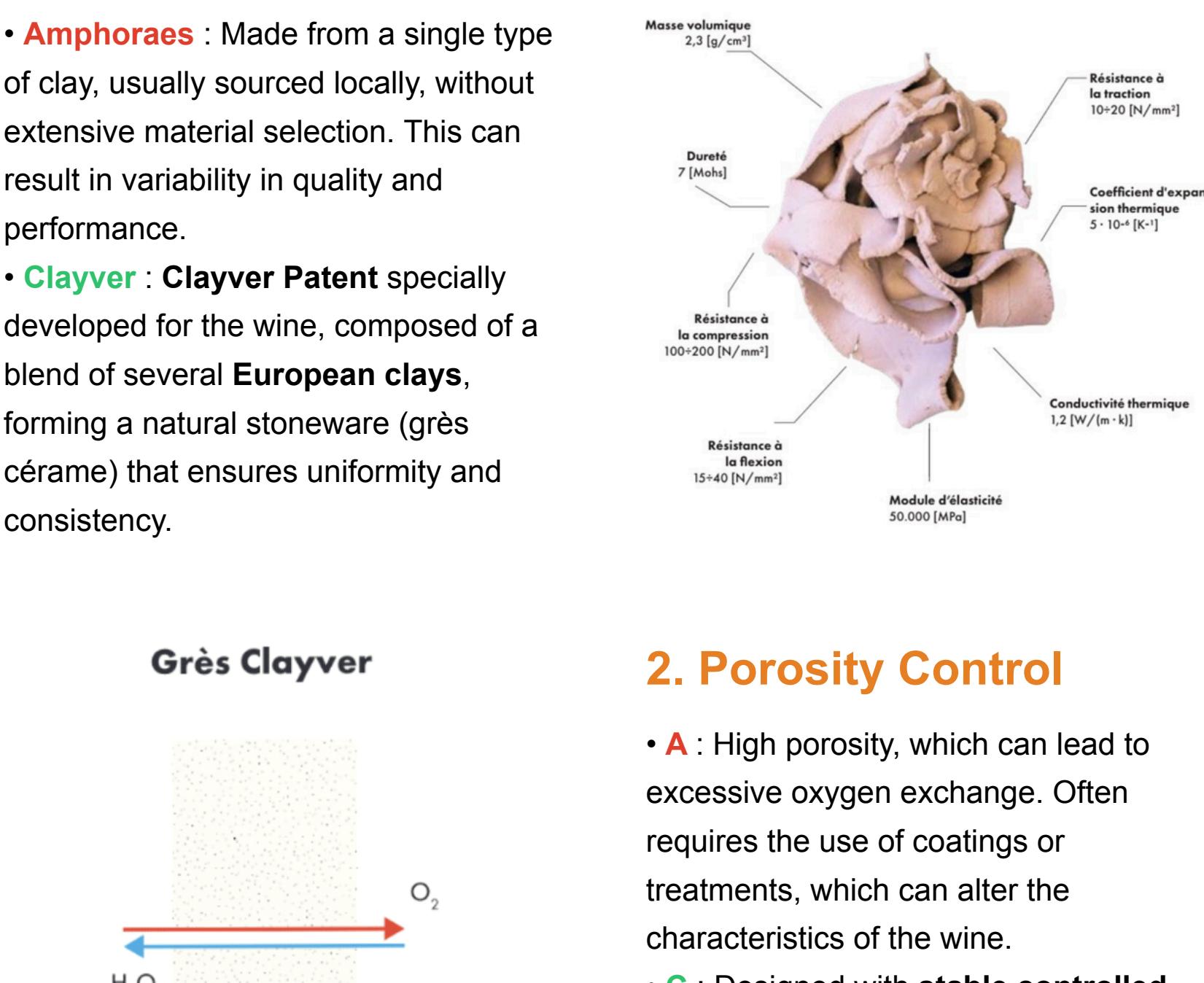
February 2025



CLAYVER
CERAMIC WINE BARRELS

Traditional Amphora vs. Clayver: What Sets Them Apart?

Between Tradition and Innovation: Wine in Earthen
Vessels Since the 4th Millennium BC



Before Clayver, earthen containers for wine faced two major issues:

1. **Natural contamination** from metallic ions in the clay (lead, cadmium, iron), compromising wine safety.
2. **Excessive porosity**, leading to uncontrolled oxygen exposure and altered wine quality.

The Clayver vessel addresses these challenges head-on, offering a modern solution that stands apart. Its unique characteristics embody the evolution of winemaking technology, setting it apart from traditional amphorae.

A great wine inside,

A great natural sandstone,

A terroir sublimated,

A Clayver patent.

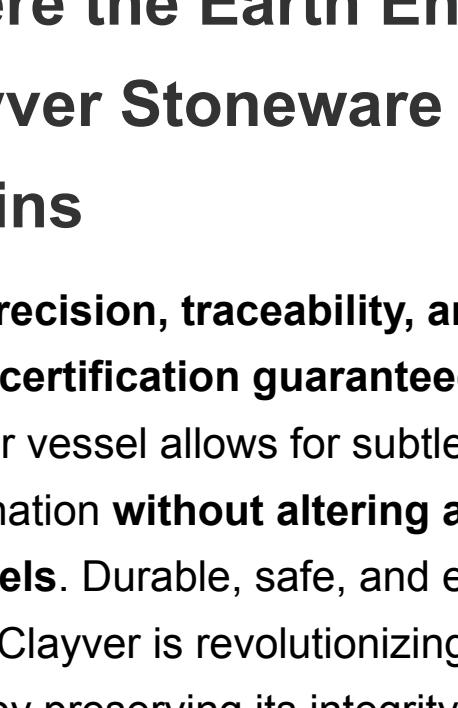
#IamNotaAmphora

Clayver: Inspired by Tradition, Revolutionized by Innovation

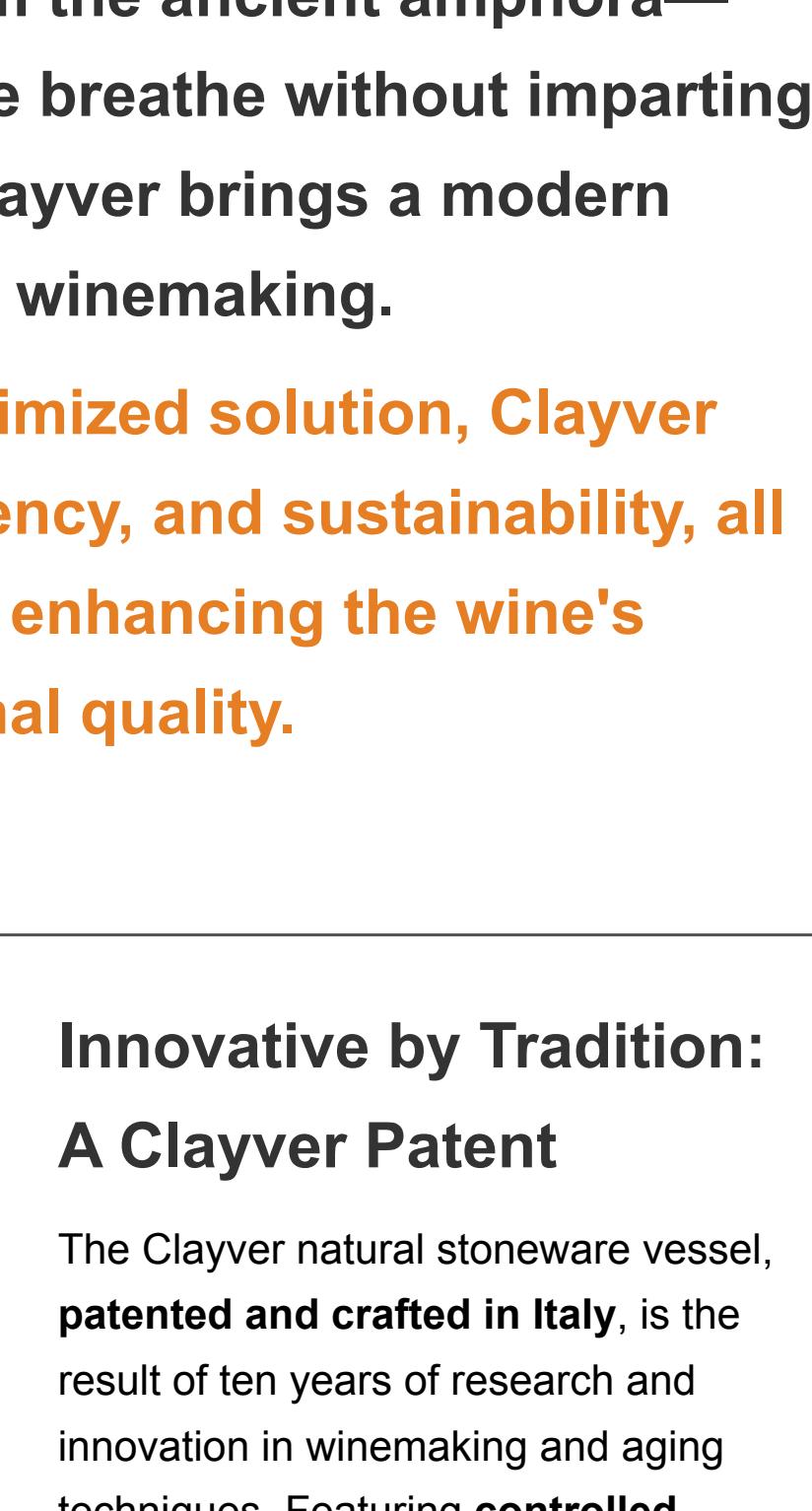
1. Material Composition

- **Amphorae**: Made from a single type of clay, usually sourced locally, without extensive material selection. This can result in variability in quality and performance.
- **Clayver**: Clayver Patent specially developed for the wine, composed of a blend of several **European clays**, forming a natural stoneware (grès cérame) that ensures uniformity and consistency.

Grès Clayver



Caractéristiques du matériau: le grès cérame naturel



2. Porosity Control

With a scientifically optimized solution, Clayver prioritizes safety, consistency, and sustainability, all while preserving and enhancing the wine's exceptional quality.

- **A**: High porosity, which can lead to excessive oxygen exchange. Often requires the use of coatings or treatments, which can alter the characteristics of the wine.
- **C**: Designed with **stable controlled microporosity** that allows for subtle oxygenation while **preserving the acidity, pH balance and aromatic potential of the wine**. Impermeable, they require no measures to prevent evaporation.

3. Safety and contamination

- **A**: Risks of contamination by metal ions (lead, cadmium, iron) naturally present in clay. Without rigorous testing, these substances can compromise the safety of the wine.
- **C**: Fully food certified in accordance with EU regulations (1935/2004/EC, 2005/31/EC) and **extensively tested** to ensure no migration of harmful substances, even under acidic conditions (pH < 2.5).

4. Traceability and accuracy

- **A**: Little or no lot specific traceability, making it difficult to track material origin or ensure uniformity between units.
- **C**: Each batch of clay is assigned a unique number, ensuring **complete traceability** and allowing **precise quality control** for each vessel.

5. Durability and thermal inertia

- **A**: Fired at relatively low temperatures (1000°C or less), making them less durable and more prone to cracking.
- **C**: Fired at high temperatures (up to 1200°C), ensuring **excellent durability**, as it is **very strong and thermal** inertia, which allows constant temperatures to be maintained during fermentation and aging.

6. Bacterial development

- **A**: High porosity can create an environment conducive to bacterial growth, requiring more intensive cleaning and monitoring.
- **C**: Its dense, less-porous and inert structure significantly reduces bacterial growth, making it **safer and easier to clean**.

7. Sustainability

- **A**: Traditional methods do not prioritize environmental considerations.
- **C**: **Sustainability** is at the heart of its design, with a life cycle analysis (LCA) that assesses and **minimises its environmental impact** throughout production and use.

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- The new Clayver 2025 promotional video offers an engaging journey into our craftsmanship in northern Italy, and witness how our tanks have become a key feature in some of the **most prestigious wineries** around the world.

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