



Maple syrup producer pores over closure's benefits

Anderson's Maple Syrup, Inc., is a Cumberland, WI-based family business that takes pride in its maple syrup offerings. In the past, however, the screw caps caused the syrup to dribble down the side of the glass bottle during use, causing a sticky mess for consumers. That's no longer a problem now that the company is using the LiquiFlapper[®] dispensing closure from **Weatherchem** (www.weatherchem.com).

Injection-molded of polypropylene, the 38-400 custom burgundy closure's teardrop-shaped orifice and sharp cut-off lip provide a controlled directional flow of the syrup that eliminates messy run-off on the bottles, which are supplied by **Arkansas Glass Container Corp.** (www.agcc.com).

"For a few years, we were looking for something better than our old screw caps," says Steve Anderson, now the owner of the company his grandfather started more than 80 years ago. "When Midway Container, a Weatherchem distributor, showed us the LiquiFlapper, we knew it was exactly what we needed. The orifice size is perfect for pouring syrup and has no mess."

Anderson says, "The no-mess feature greatly separates us from the competition. In fact, one of our customers called to specifically thank us for the new cap. Also,

the LiquiFlapper has a nice, sleek design and even comes in a burgundy color that matches our label design and complements our 'Premium brand-premium appearance,' principle." —*Judy Rice*

As seen in the June issue of "Packaging World"