



# Topping It Off With Innovation

By **Erika Flynn**, Contributing Writer

Simply put, today's consumers expect more from their packaging. And, when done right, a package can not only help move product off the shelf, but keep consumers coming back for more. Weatherchem Corp. knows this, and is leading the charge in creating innovative dispensing closures for everything from spices and nutritional supplements to pet treats and chemicals.

With the mission of delivering these innovative, but also convenient, controlled dispensing closures – adding a higher value and perception of quality to each package they go on – Weatherchem continues to add to its Flapper Closure product line, helping consumer packaged goods companies bring contemporary, consumer-friendly packaging to retail shelves while building consumer loyalty.

The company's new LiquiFlapper design was the perfect answer to a dispensing dilemma for 80-year-old Anderson's Maple Syrup Inc., a company that was started as one man's hobby but now is the largest pure maple syrup packaging facility in the Midwest with distribution throughout the United States.

The LiquiFlapper Closure – featuring a one-piece, lightweight design — provides controlled directional flow of liquids. It's teardrop-shaped orifice and sharp cut-off lip enables a clean, even flow that eliminates mess and run-off. It is the first innovative solution of its kind for pourable products, such as syrup, as well as many other products including marinades, sauces, salad dressings, creamers, specialty milks and many more.

Steve Anderson, president and third-generation owner, says the company began its search for a new cap when the seal on its

old design would slip off when the bottle was opened. *"Maple syrup is an expensive product and we just had this cheap white cap on there," he says. "For a few years, we were looking for something better than our old screw caps. Weatherchem's seal works perfectly on our glass bottles."*

As anyone who has ever enjoyed pure maple syrup on pancakes also knows, it can be a pretty messy endeavor. Not anymore, says Anderson, who says for the first month the product was on stores shelves, the company received many calls and emails thanking them for making the switch.

*"When Midway Container, a Weatherchem distributor, showed us the LiquiFlapper, we knew it was exactly what we needed. Now the customer simply takes the cap off once, tears the seal and can flip the top up and down," he says. "LiquiFlapper lets the consumer control the flow of the syrup and the lip cuts off the flow cleanly. The no-mess feature greatly separates us from the competition."*

Competitive caps also had either too small an orifice (which led to the thicker syrup dribbling out) or too large (which often had a taller profile). "Our glass comes in a box and we didn't want to have custom boxes to fit a new, higher cap," Anderson notes. "Weatherchem's cap is a lower profile. We didn't have to change anything — that was the beauty of it."


Weatherchem's ability to customize any closure is key in most manufacturers' decision-making as well. Following a label redesign on its packaging, Anderson says the white cap was a stark contrast to the



newer, darker labeling. Weatherchem was able to customize the color of the cap to match the new label.

"We can also emboss the cap with a company's brand or logo," says Whitney Swamy, product manager for Weatherchem. "This is just one of many ways to differentiate your product on the store shelf."

Swamy says the company's focus group research indicated that the majority of consumers prefer the LiquiFlapper cap to a continuous thread cap, specifically because of the convenience, ease of use and knowing the product is sealed to preserve freshness when they hear the top snap closed.

"Consumers are happy that we're addressing these needs for them," she says. "They're going home, having a great experience with the products, and want to buy them again." Swamy adds that true to the company's sustainability efforts, the LiquiFlapper is 10% lighter than competitive caps and recyclable. 

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