

PHOENIX

# Captions

Spring 2002



*AS SEEN IN PACKAGING DIGEST*  
**Hershey's® Single-Serve  
Milk Goes To Market  
With A Phoenix Cap**  
(page 3)



## Tim Ferrel named new Vice President of Sales

**T**he Board of Directors of Phoenix Closures has announced the promotion of Tim Ferrel to **Vice**

**President of Sales.** Tim came to Phoenix Closures in 1994 as our Midwest Region Sales Manager and was soon promoted to Manager of Business Development:

"Tim distinguished himself with his work on the **Dean Foods' Milk Chugs®** closure," noted



**Tim Ferrel**

President Bert Miller. "One of Tim's greatest strengths is his vision that a closure brings more to a package than just a seal. Creatively designed, a cap is a great marketing tool, and Tim is a visionary who knows this well. Tim was also very involved with the development of the **Nestle Coffee-mate®** closure, another example of how a company can invigorate one of its top brands through innovative packaging." 🍀

## Mendes, Visk celebrate fifteen years with Phoenix

**R**egional Sales Managers Vince Mendes and John Visk celebrate 15 years serving Phoenix Closures customers.

Vince is a **U.S. Navy** veteran and a **U. of Maryland** graduate with a degree in chemical engineering. He has two grown sons, one working for a Florida computer firm and the other a chiropractor in South Carolina. Vince and his wife, Hollis, love to sail, ski, and travel and are very involved with a number of health, sports and kids clubs and organizations. Lovers of old cars, he and his wife can often be found tooling around town in classic His and Her's MG's.

John Visk grew up in the Chicago suburb of



**Vince Mendes**



**John Visk**

Elmhurst and graduated from **Elmhurst College** with a double major in Economics and Marketing. After working for Jewel Foods and Mobil Oil, John joined Phoenix in 1986 as Customer Service Manager and was promoted to Midwest Sales Rep in 1989. In 1994 he became our Mid-Atlantic Regional Sales Manager where he says he's happy to work with companies like McCormick, Carriage House, Procter & Gamble, and Heinz. John and wife Bridget have been married 16 years and are the proud parents of Julie, 14, Tom, 12, and Molly, 9. John enjoys softball, golf and tennis. He finds time to teach a religion class for 6th graders and coaches a number of kids sports teams. 🍀

## Bert Miller chairs Illinois Manufacturers' Association

**P**hoenix Closures' President **Bert Miller** has been named Chairman of the **Illinois Manufacturers' Association** for 2002. Bert was inducted as

IMA chairman at the 2001 Annual Meeting of the Association, held Dec. 7 at the Palmer House Hilton in Chicago. Speaker of the U.S. House of Representatives

**J. Dennis Hastert** delivered the keynote address for the event. IMA chairmen are elected for one year terms with possible re-election.

Bert was first elected to IMA's Board of Directors



**Bert Miller**

in 1993. In 2000, he held the position of Vice Chairman. He succeeds Davis Anderson as chairman of the group.

Founded in 1893, the Illinois Manufacturers' Association is the oldest and largest statewide manufacturing trade association in the United States. The IMA's mission is to strengthen the economic, social, environmental and governmental conditions for manufacturing and allied enterprises in the state of Illinois, resulting in an enlarged business base and increased employment. 🍀



## Hershey's® milk goes to market in a custom Phoenix cap

**M**orningstar Foods has taken its extended-shelf-life milk to market in a single-serve contoured plastic bottle sealed with a custom closure developed by Phoenix.

Morningstar Foods, a subsidiary of the new **Dean Foods Corporation**, selected Phoenix to develop its custom milk closure and to serve as the exclusive manufacturer. The new cap is the third custom milk closure designed by Phoenix following those developed for **Dean Foods Milk Chugs®** and **Land o' Lakes Grip n' Go®** milk.

Morningstar's entry into the single-serve milk market represents a strategic alliance with **Hershey Foods Corporation**, the leading North American manufacturer of chocolate and non-chocolate confectionery and chocolate-related grocery products. Morningstar is the first company to manufacture, sell and distribute Hershey brand name dairy products throughout the country.

The new milk rolled out in three flavors: Fat Free Chocolate Milk, 2% Reduced Fat Chocolate Milk and 2% Reduced Fat Strawberry Milk. The three flavors are the only nationally-available milks presently providing consumers with 67% more calcium than regular milk.

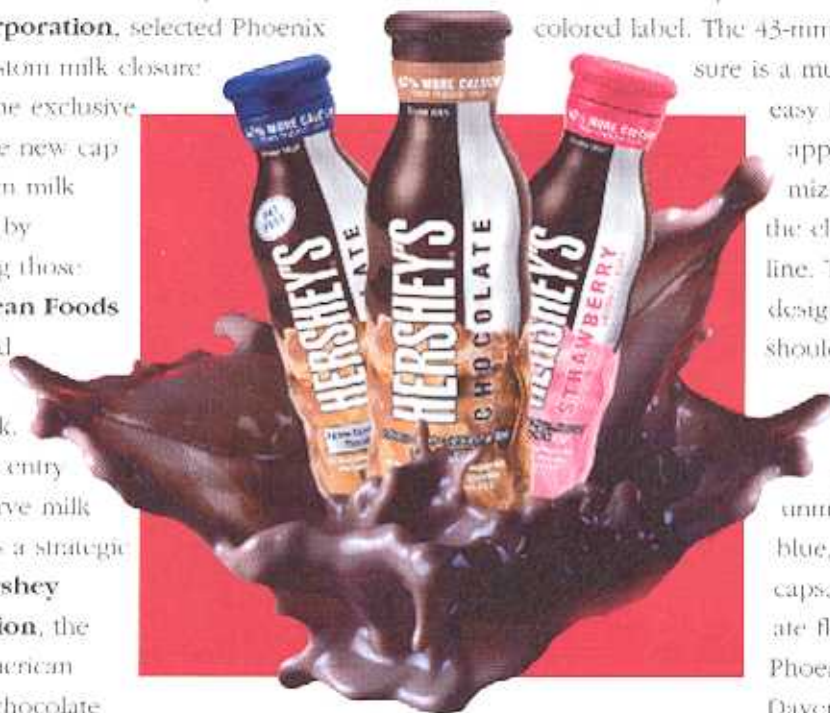
The single-serve milk is packaged in a 14-ounce, high-density polyethylene bottle with easy grip, contoured sides. According to **Packaging Digest** maga-

zine, which featured the new package on its January 2002 cover, the bottle is a three-layer construction of virgin HDPE surrounding a core layer of regrind HDPE and a light-blocking agent. A heat-shrinkable, PVC film provides the attractive, multi-colored label. The 43-mm polypropylene closure is a multi-lead design that's

easy for consumers to apply while also minimizing misalignment of the closure on the capping line. The custom cap is designed with a wide shoulder and threads that are wider at the top opening to impart a unique look that is unmistakably milk. The blue, brown, and magenta caps, colored to differentiate flavors, are molded at Phoenix Closures' Davenport, Iowa plant

The Hershey's project provided an exciting opportunity for Phoenix Closures. **Len Ekkert**, VP of Engineering, explains that "Morningstar provided us with a set of expectations for the package, and then asked us to work directly with their bottle supplier. Through a collaborative process, we enhanced the bottle maker's design concepts to create a package that is unique to Morningstar."

**Jennifer Wojciechowski**, Regional Sales Manager handling the Morningstar account, is enthused about the new milk package's roll out. "It's exciting to be partnering with companies like Morningstar and Hershey's Foods," she says. 20



# SHORTS & FLASHES

## Twohig named QA Director



Jim Twohig

Jim Twohig has been named our **Director of Quality Assurance**.

Prior to coming on board last August, Jim spent much of his career in QA/QC. He was QA Engineer with Union Tank, Quality Manager with Weyerhaeuser, and Senior Business Analyst for People's Energy. Jim also did a brief stint as a

Product Manager for a packaging dot com.

Jim will direct the quality systems at our Naperville and Davenport plants. "In working with everyone at Phoenix, and with our customers," Jim says, "it very quickly became apparent to me that we consistently produce a top-quality closure. Our goal as a company is not only to maintain that level of quality, but to continuously strive for improvement." ♦

## 911 Relief in Record Time



When one of Phoenix's oldest customers needed closures for a burn relief cream destined for **Ground Zero**, everyone pulled together. This custom order for 120-mm closures lined with Sureseal® was scheduled, molded, extruded, inserted and shipped within 36 hours. ♦

## Welcome Carlota Vargas



Carlota Vargas

Carlota Vargas has recently joined Phoenix to serve as our new **Customer Service Manager**. A native of the Chicago area, she's worked in a wide range of management positions including those for Bell & Howell and Continental Bank. Carlota's computer and systems skills are augmented by her fluency in Spanish. She's the proud mom of daughter Jessica, who's a freshman business major at the University of Iowa. ♦

## Scott Newton promoted



Scott Newton

Scott Newton has been named **Regional Sales Manager**. A ten-year Phoenix veteran, Scott has managed molding, extrusion, lining, and printing. He earned his bachelor's degree in Operations Management, and is now working on his MBA in Finance.

"Phoenix has been very generous to me over my career by allowing me to grow and experience different areas within the company," Scott says. "With this experience I feel I can be a valuable resource for our customers. It's an honor to be asked to take on this position - an opportunity I didn't want to pass up." ♦

## PHOENIX Captions Spring 2002

Captions is published by the Marketing Department of Phoenix Closures. Your comments and suggestions are always welcome. Mail to:

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