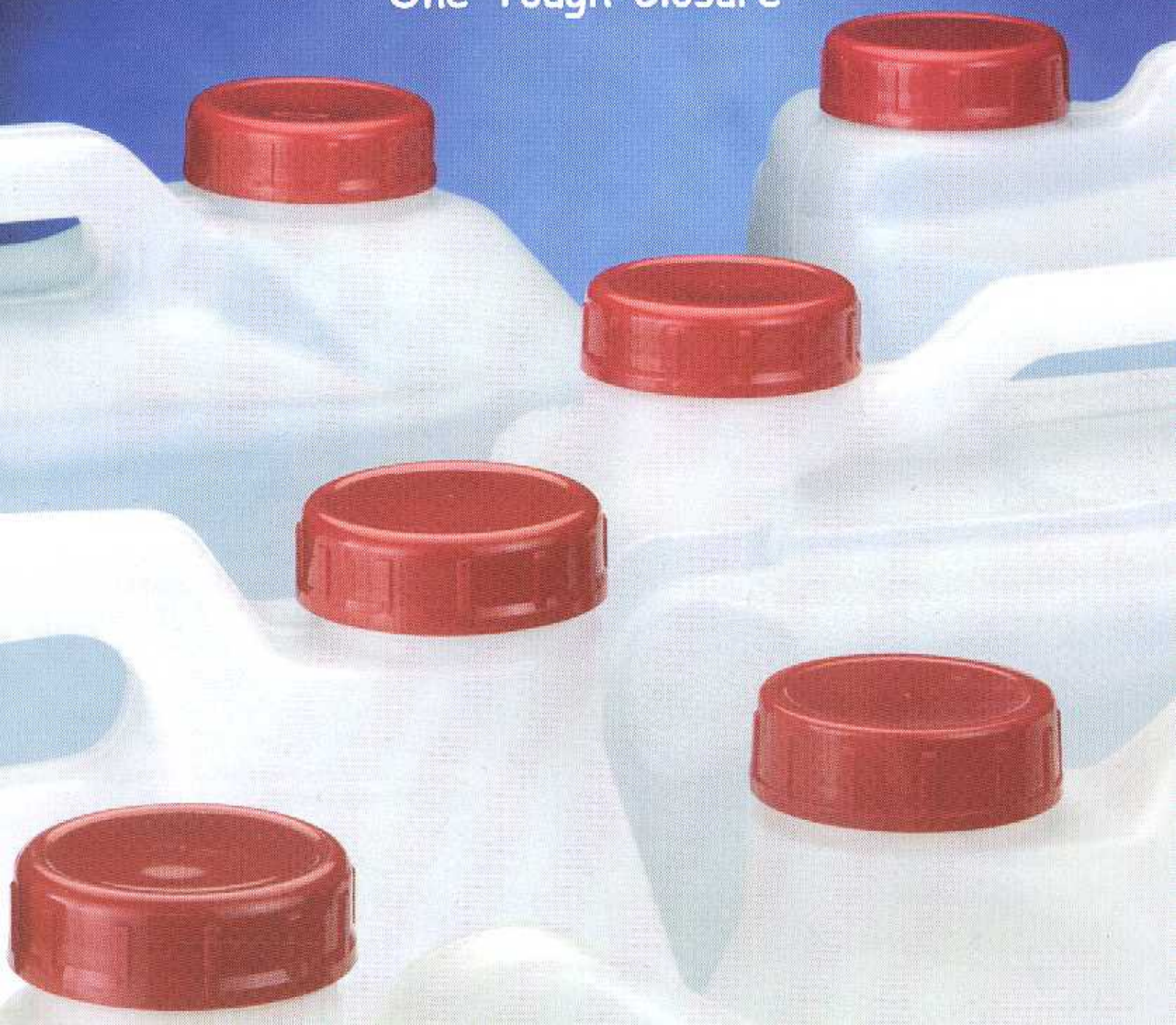


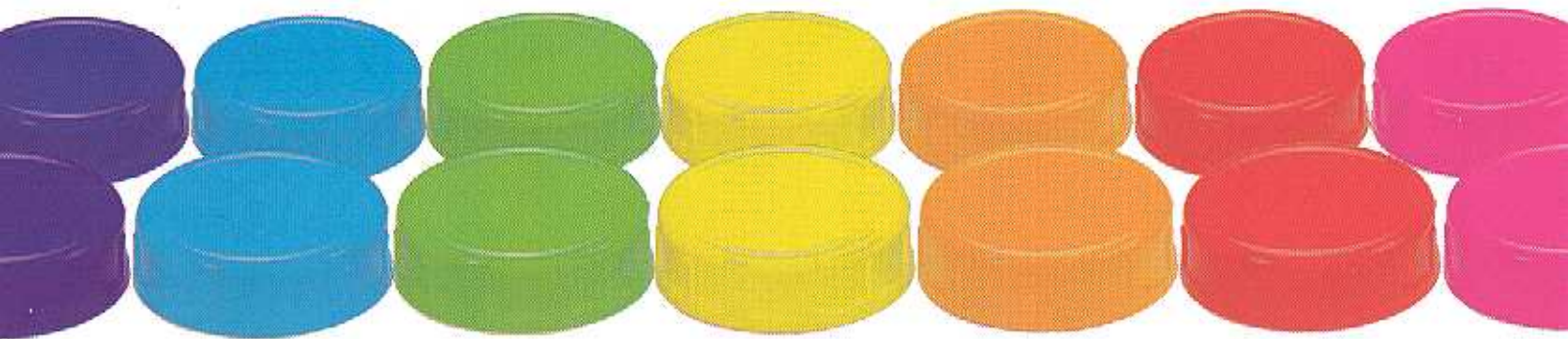
PHOENIX

# Captions

*Spring 2000*

The 63mm SO1:  
One Tough Closure





**Phoenix Brings An Industry Icon To Market:**

## **The 63mm SO1**

**The Number One 63mm Heavyweight Buttress-Thread Cap**

**T**he SO1 has come home, so to speak. It's a closure that began life at Phoenix Closures (Naperville) in 1979 and spent its formative years as a product marketed exclusively by a national distributor. Now, with manufacturing and marketing rights recently acquired by Phoenix Closures, the SO1 has returned to the place of its birth and, for 20 ensuing years, the home of its manufacture.

"If there's a cap I could get nostalgic about, this would be the one," commented Phoenix president **Bert Miller**. "This cap came to life at a time of great transition for Phoenix. In 1979 Naperville was a fledgling operation struggling to establish its own identity as a plastic cap maker. Phoenix Metal Cap would still be making its metal caps for another five years."

"The SO1 was the first injection-molded cap we commercialized here," Bert continued. "After we developed the cap with **National Packaging** and **Continental Can**, demand exploded and we had to scramble to get capacity up."

Bert described the first SO1 as an industry icon, a rugged, high-impact closure designed to meet the needs of the Ag Chem industry and stringent D.O.T. performance criteria. "The origins of our testing lab

here were the experiments we performed to meet the D.O.T. criteria for this closure," Bert added.

The original SO1 was later modified with a patented anti-back-off feature called **Tork Guard®**. But the cap's biggest metamorphosis came with modifications designed to meet requirements for the edible oil market. Dubbed the **Accu-Seal®** version, the third generation SO1 is a lighter weight cap used in conjunction with Tri-Tab heat-induction cap liners. This latest incarnation provides end users with tamper-evidence, and manufactures with guaranteed leak resistance.

"The cap's engineering has withstood the test of time," Bert added. "It's got a great thread, one that is very forgiving. The SO1 tends to overcome shortcomings inherent in molding some large bottles." Bert also lauded the cap's aggressive ribs which make the SO1 very user-friendly with regard to opening and closing.

Bert said Phoenix is in a great position to market the SO1. "We designed the original cap and added three generations of improvements. Our people know the package, the cap, and the applications inside and out. And our field sales force is in close proximity to our customers. All together, these are the ingredients for providing world-class service," Bert concluded. 🍷

## Land O'Lakes Introduces Grip'n Go™ Milk

**L**and O'Lakes®, the Minnesota-based food and agriculture company, has introduced its Grip'n Go™ Milk in a single-serve, 12-ounce plastic bottle. The new package has gone to market topped with a Phoenix closure.

Land O'Lakes has designed their milk bottles to be durable, easy to hold, and to fit the standard cup holders found in cars, mini vans and SUVs. In addition, the bottle touts a lip guard that helps prevent spills.

"As people's lifestyles get busier, Land O'Lakes is committed to providing convenient and healthy products to fit with these changing needs," said Chris Policinski, Land

O'Lakes executive vice president and chief operating officer for the Dairy Food Value-added Group. "The new Grip'n Go Milk is perfect for consumers looking for a great-tasting, portable beverage."

Land O'Lakes says Grip'n Go Milk products are "Ultra Pasteurized" to extend shelf life up to three times longer than conventional pasteurized dairy products.

Package graphics, developed to be upbeat and fun, feature bright primary colors and a whimsical flying cow logo.

The new product is available in whole milk, 2%, fat free, chocolate, 2% chocolate, and strawberry. 🐄



## Phoenix Rated Top U.S. Closure Company

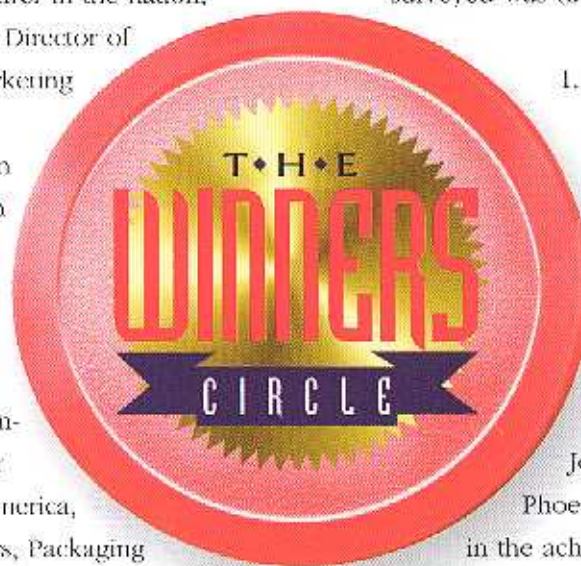
**P**hoenix Closures was recently rated the top closure manufacturer in the nation, according to **Jeff Davis**, Director of Administrative Sales and Marketing for Phoenix Closures.

The results came from an independent market research firm which conducted a closure survey in late 1999. Polled were packaging professionals in middle and upper management. The managers, whose firms are major users of closures in North America, included Packaging Managers, Packaging Engineers, and Quality Managers.

Jeff Davis said the most important criteria in

selecting a Closure Supplier, according to those surveyed was (in order of rank):

1. Product Quality
2. Filling Line Performance
3. Lead Time & Delivery
4. Sales & Service Support
5. Product Price
6. Technical Support
7. Innovative Products & Product Development



Jeff expressed thanks to all the Phoenix people whose efforts resulted in the achievement of this top rating. "We've been working hard to improve operations here, and it's good to see others acknowledge it," Jeff said. 🐄

## Two Decades and a World-Class Company Later...

**J**ohn S. Giles, the fourth president in the lineage of companies that would become today's Phoenix Closures, hired **Bert Miller** in anticipation of a planned acquisition. Bert's strong financial background and his knowledge of polypropylene nurtured by previous employer, **Borg Warner Chemicals**, would surely be an asset.

Bert got the job; but the acquisition fizzled. "My first realization in coming here was that I literally didn't *have* a job," Bert recalled. "Instead of letting me go, John put me into a rigorous training program which took me everywhere—the tool room, molding, lining and shipping. Then I went into purchasing and accounting. Had



that acquisition taken place, I never would have learned the business the way that I did.

"A year after I arrived, John passed away. I lost a great friend, and a great mentor. John's vision helped create a blueprint for our future."

Beginning with Bert's presidency, Phoenix entered an era of unprecedented growth.

"I don't measure our successes by added square footage or new plant openings.

What counts is that we have secured a reputation as a world-class manufacturer with distinguished engineering talents. We've

brought innovation to the best names in American packaging. That's what counts!"

Here's wishing you 20 more, Bert. 🎂

## Carole Conklin Retires



**C**arole Conklin, customer service veteran and manager of our department since 1996, has retired. Carole believed an organization must move beyond mere customer satisfaction and create loyalty in order to be successful. Her

efforts to build a department based on technical savvy and in-depth service accomplished that very goal. Best wishes to Carole upon her retirement! 🎉



## Host Russian Visit Here

**I**n a program designed to teach American business practices to Russian business managers, Phoenix hosted a recent visit by **Sergei Mikhailov**, President of **Demi & K Company**, Moscow. Mr. Mikhailov's visit was part of a U.S. State Department exchange program managed by Heartland International. 🇺🇸

## PHOENIX Captions Spring, 2000

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

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