

PHOENIX

# Captions

Spring 2001

## SPECIAL ISSUE: Packages Go Plastic

The Graduate © 1967 Embassy/Lawrence Turman, Inc.



"I just want to say one word to you—one word."

"Yes sir?"

"Are you listening?"

"Yes, I am."

"**Plastics.**"

**Coffee-mate®  
Pours On The  
Convenience  
With Its New  
Easy-Pour  
Closure**

(page 3)



## 140,000 ft<sup>2</sup> Iowa Plant Up-And-Running in Record Time

**S**oon after the purchase of Phoenix Closures' new building and 14 acre Davenport, Iowa site in 1999, the company quickly got to work on making the new facility production ready.

The move-in plan called for the demolition of 17,000 ft<sup>2</sup> of special use storage and the construction of a 30,000 ft<sup>2</sup> state-of-the-art molding facility—an addition which complimented the 50,0000 ft<sup>2</sup> expansion the previous owner had completed just prior to vacating the property.

Under the watchful eye of Phoenix's project manager **Bill Feigl** the new building was completed and ready to begin production within five months.

"Though the building of the molding facility with its overhead cranes, chiller systems and electrical distribution was the largest part of the project, there were many other critical jobs beyond that," noted Feigl. "We still needed to equip the plant for the many support services required in our business. We constructed a 350 yard rail siding and added silos and resin conveying systems to serve the plant. In the original portion of the building, we reconstructed employee facilities, offices and a conference area. The end result exceeded our highest expectations."

Davenport Plant Manager **Ed Buck** commented "I am very happy with the Davenport community and especially the employees we have been able to hire." The new plant was fully staffed and began production

in April, 2000. The production focus of the Davenport plant will be on proprietary molding while the Naperville, IL plant will expand its stock products.

In a recent story by **Dawn Neuses** for **QCBizNet**, a business publication serving the Quad Cities region, Ed Buck and Phoenix Closures management were commended for their contribution to the area.

"The company added a manufacturing building, built a main entrance and retrofitted most of the building to become a site for production of all new products," the article noted.

**Len Adams**, economic development specialist for the city of Davenport, said in the same article "[Phoenix Closures] has been the kind of corporate citizen any community would love to have." ❖

### Davis Named Vice President

**T**he Board of Directors recently announced the promotion of Jeff Davis to **Vice President of Sales Administration and Marketing**.



Jeff joined Phoenix in 1994. During his seven years with us Jeff's responsibilities have grown to include production planning, product costing, customer service and corporate communications. ❖



New Davenport, IA plant showing proposed signage.

## Dressings turn to Plastic as the Preferred Package

**S**poonable Salad Dressings have been packaged in glass jars and metal closures ever since the first brand of commercial mayonnaise made its debut in 1907. Today that tradition is changing due to consumer preferences for plastic packaging.

According to **Jeff Ullrich**, Phoenix Closures' VP of Sales and Marketing, mayonnaise producers are modernizing their packages today in order to bolster market positions while offering consumers the high level of convenience plastic packaging provides.

"We are a total-process supplier," says Jeff, "offering our customers a beginning to end solution during their conversion to plastic closures." Jeff summarized these comprehensive closure services as:

- Initial consultation on the scope, budget, and objectives of converting to plastics closures.
- Joint meetings with allied suppliers that include container manufacturers, label makers, equipment manufacturers and others to insure integrated results.
- Up-front technical service support to insure that line production and efficiency goals are met.



**Traditional Dress.** Jars of Blue Seal Salad Dressing were featured in a 1940 issue of *Phoenix Flame*, the house organ of Phoenix Metal Cap Company. The issue traced the origin of mayonnaise to 17th Century France and credited the first commercial appearance of mayo in the U.S. to Mrs. Schlorer's brand (Philadelphia, PA) in 1907.

- Evaluation of a closure's aesthetic impact through graphic design, and assessing its realization through Phoenix Closures' three-color printing and molded emboss capabilities.

- Coordinating the requirements for multiple sizes, molds, and lining options to allow for concurrent runs of different colors.

- Stocking agreements on most commonly used products to include the full compliment of colors and liners in order to insure their availability for timely shipment.

"Phoenix Closures has invested extensive capital and resources to make sure all facets of the Salads' and Dressings' closure market are well served for many years to come," Jeff noted.

"We have worked extensively with our wide customer base to ensure we'll meet their needs on products and services. The conversion from metal to plastic has accelerated dramatically over the past year, and our planning and forethought has been key in meeting this market demand. We are dedicated to continuing our efforts on this front." ❁

**Going Thermoplastic.** Spoonable dressing customers are making the transition to plastic in record numbers. Some are switching to plastic closures alone; others are making a total transition to plastic containers and closures, as is the Deep South brand below.



## Powdered Mix Packers Rally Around Canisters

**G**lass and metal aren't the only materials giving way to a new trend in converting to plastic packaging. Several customers have recently approached Phoenix Closures with their need to convert fiber and foil canisters to modern, all-plastic packages. In converting to plastic, these customers have presented a conversion wish list that includes the following:

- A modern, all-plastic design.
- Bold graphics on a full-container sleeve label.
- Easy opening and closing using a GI or multi-lead finish closure.
- Built-in measuring cup for dosing and dispensing dry products.
- Improved pantry shelf life.
- Lower total package costs.
- Tamper evidence without the use of a heat-induction or conduction seals.

The biggest technical challenge was to design a bottle and closure system that would prevent product clumping and also provide adequate shelf life.



**Curvy Canister.** Sturm Foods packs its powdered mixes in a canister with a concave sidewall that improves handling. The cone-shaped container top joins with the closure's inner sealing ring to provide a moisture barrier which reduces clumping of the powdered mix. The deep closure doubles as a measuring cup.



**Innovative AccuSeal.** Torbill & Castleman products combine wide mouth canisters with integral measuring caps and a unique sealing system known as AccuSeal which Phoenix Closures developed for the company.

**Len Ekkert**, VP Engineering and Development for Phoenix Closures, designed an innovative liner-less sealing system named **AccuSeal™** within a very short time frame as was dictated by the customer's aggressive time line. A number of patents are pending for the new features developed by Len Ekkert on this project.

Sales & Marketing VP **Jeff Ullrich** says "our canister customers and their customers—the consumers of powdered drink mixes—are very happy with this new package. Phoenix has led the way in previous conversion projects from glass containers with metal caps to plastic containers using plastic caps. We have numerous conversions in the works at present and we expect many more new plastic conversions will come about as a result of this innovative design." **PA**

## New Coffee-mate® Package Pours On Convenience

**W**hen Nestlé® decided it was time to invigorate one of its top brands through innovative packaging, they turned to Phoenix for the brand's first new closure concept since 1961.

After 40 years in an amber glass jar with a metal screw-on closure, Nestlé broke with tradition by creating an innovative plastic package to distinguish its number one brand Carnation® Coffee-mate Powder Non-Dairy Creamer from its competitors.

The new package appears to have been wrought in a wind tunnel: it's sleek, smooth, free of abrupt angles, and bereft of protrusive hardware sometimes found on dispensing closures.

Consumers influenced the design process with their preference for pouring Coffee-mate directly from the container rather than using a spoon. The new design resulted in a proprietary package loaded with user-friendly features. These include:

- A striking, contemporary plastic package.
- Appealing new graphics and label design.
- An easy-to-hold, contoured container.

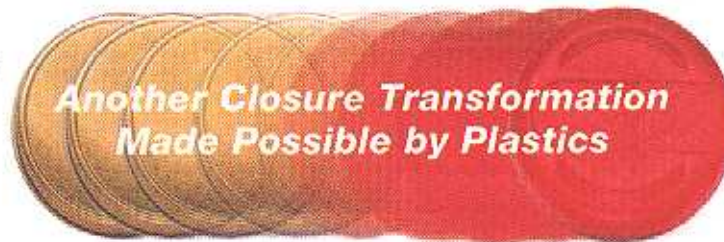
- An easy-opening dispensing closure.
- An easy-to-use pour feature.

Nestlé took advantage of the package's redesign to create a value-added dispensing closure produced by Phoenix Closures in its Davenport, Iowa plant.

The new cap had to meet several design criteria:

- Provide an intuitive and easily-perceptible dispensing feature.
- Provide the consumer with an easily removable innerseal.
- Provide a resealing system that would overcome any land area distortion that might be caused by heat-induction.
- Provide a dispensing door that moves freely from an "open" to "closed" position while providing a positive tactile and audible indication—a sharp snap—when closed.
- Provide closure removal in one-third of a turn for easy access when spoon dispensing is desired.
- Provide an integral stacking feature for secured display of the package on retail shelves.

Coffee-mate Powder is available in a variety of flavors and in sizes ranging from six to 50 ounces. ☪



### A New Look.

The new package for Nestlé Carnation Coffee-mate (right) features a proprietary design dispensing cap produced by Phoenix Closures in its Davenport, Iowa plant (left).



# SHORTS & FLASHES

## Miller's Comments Enliven Ergonomics Debate on PBS



Segment aired June 11, 2000



Albert Miller  
Illinois Manufacturers Association

On a special PBS News Hour segment featuring the debate over OSHA's proposed ergonomic standards for industry, President Bert Miller, speaking as vice-chairman of the **Illinois Manufacturers Association**, characterized the guidelines as both costly and redundant. "American industry's track record in the last ten years creating a safer work environment is outstanding," Bert pointed out.

Quoting figures from the Washington, D.C. based **Employment Policy Foundation**, Bert added: "The estimated cost [for the OSHA program] would be between \$60- and \$99 billion with benefits estimated at \$6 billion."

This latest OSHA initiative, **Jim Lehrer** noted at the report's conclusion, was blocked by the House of Representatives. Management and employee initiatives at Phoenix have indeed proved to be a powerful force in maintaining a safe workplace, as the next story testifies. 🍷

## One-Year Safety Record Set

Phoenix Closures has achieved an unprecedented safety milestone: by operating one entire year without a single lost time accident. VP **Len Wettergren** called the record a tribute to every employees' safety awareness and to the plant-wide safety initiatives created by the **Joint Labor-Management Safety Committee** and the new **Safety Hazard Recognition Report**.

Employees Tammi Heddins, Linda Hart, and Miguel Neris were asked to comment on our safety milestone:

**Tammi Heddins:** "Better maintenance, better housekeeping practices and a constant focus on safety through Safety Green Area Meetings and Safety Audits are the reasons we're getting better at safety."

**Linda Hart:** "People are just being more careful around the machines. Also, we don't have as much regrind on the floor due to better housekeeping."

**Miguel Neris:** "I believe the reason we were able to work an entire year without a Lost Time Accident is due to the high visibility of safety and to programs like the Hazard Recognition Reports. These things allow *all* employees to be involved in safety." 🍷

## New WEB address!

Our new WEB address is ***phoenixclosures.com***. The new site is undergoing a complete overhaul to make it a vital information resource for customers. 🍷

## PHOENIX Captions

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

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