

Phoenix •

Spring 2003

Captions

A Fresh New
Look for
Salads!

Complete story Page 3



Nescafé's Frothé package goes to market with Phoenix's patented AccuSeal™ technology

Berlin Packaging's Supplier of the Year

Phoenix Closures was awarded two great honors at Berlin Packaging's annual sales meeting this March. During an awards ceremony, Phoenix was named Closure Vendor of the Year and Supplier of the Year. The recipients of these awards are selected by votes received throughout Berlin's organization. Everyone at Phoenix is particularly thrilled, as Berlin Packaging has over 400 suppliers.

This meeting offered Phoenix the chance to meet and make an informational presentation to each of Berlin's 19 branches.



Left to right: Glenn Scott, Bert Miller, Andrew Berlin, Duncan Giles, Guy Considine

In attendance from Phoenix were **Bert Miller**, President and **Duncan Giles**, VP of Distributor Sales. "Customer service, shipping, quality assurance, manufacturing, and technical services are all the backbone of this award," says Giles, emphasizing Phoenix's team atmosphere. 

Gamer Lists Phoenix #1 Closure Supplier

Gamer Packaging's top supplier list has Phoenix Closures in the top packaging supplier position. Second overall only to Twin Modal, a shipping company, Phoenix demonstrated to Gamer what packaging supply is all about.

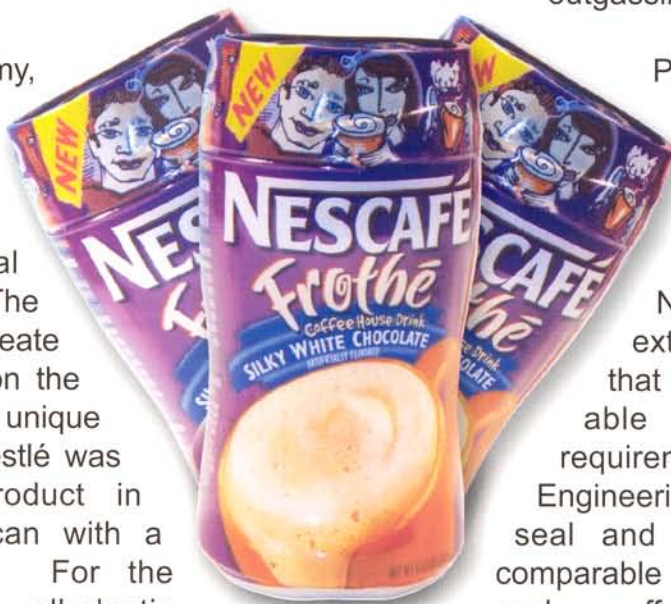
Congratulations to all the Phoenix employees who work everyday to make our products and services the best in the industry!

AccuSeal™ and Nestlé: Together Again

When Nestlé wanted to reintroduce Nescafé, the #1 coffee brand in the world, to America, it turned to Phoenix Closures for help with the package.

Nescafé Frothé is a creamy, smooth, foamy-top instant beverage that brings the "coffee house" experience into the home. **Bob Murphy**, Regional Sales Manager, tells us, "The foaming agent used to create the cappuccino-like froth on the beverage presented some unique packaging challenges. Nestlé was packaging a similar product in Europe using a metal can with a vented membrane seal. For the American market, an all-plastic container was desired." The hygroscopic nature of the product required a package with a superior initial moisture barrier and the

ability to maintain high secondary-seal integrity against moisture once opened. Additionally, a venting feature was necessary to accommodate "outgassing" of the product.



Phoenix's solution was to incorporate its AccuSeal™ sealing system into a custom closure. Nestlé had used the AccuSeal™ system when they redesigned their Nestea package in 2002. "After extensive testing, Nestlé proved that the AccuSeal™ package was able to meet all of their requirements," says **Len Ekkert**, VP Engineering and Development. "Primary seal and barrier characteristics were comparable to the metal can, but the new package afforded a much better re-seal for improved pantry life." In the eyes of Nestlé, AccuSeal™ is "the best linerless seal system that [they] have tested." 

A Fresh New Look for Salads!



After being in a glass jar with a metal closure for many years, the Morningstar Foods division of Dean Foods decided to revitalize the packaging for their Marie's brand of spoonable and pourable salad dressings. Enlisting the services of their

design house, Lipson, Alport, Glass and Associates (LAGA), the marketing team at Morningstar performed consumer preference studies to help direct their redesign efforts. These studies showed that consumers preferred an oval shaped bottle with a plastic closure. To address these preferences, the new glass jars have an easy to grip, curvy shape and plastic closures embossed with the Marie's logo. A full-sleeve shrink label features eye-catching graphics and provides tamper evidence.

When redesigning the spoonable dressing package, shelf presence was a priority--the overall package height needed to be maintained. The new jar's shape characteristics resulted in a shorter bottle. Unfortunately, the jar couldn't just be made taller, as head space (the unfilled portion of the package between the product and the closure) is a major concern when packaging salad dressing. Too much trapped air can lead to mold problems. Phoenix worked with LAGA to solve the height problem by customizing a stock closure design. By adding a tall stacking bead to the closure, the package was able to achieve the targeted height.

"Morningstar had a very aggressive timeline for the conversion," explains **Jennifer Wojciechowski**, Regional Sales Manager. "By utilizing standard neck finishes on both of the packages, the marriage between cap and jar became an easy process." Phoenix was able to achieve the look of a custom closure by modifying existing closure designs. Both of these factors contributed to the project being completed well under the necessary timeline.

All of the Marie's salad dressing is filled at Dean Foods' plant in Thornton, Illinois. 



Please visit us online at www.phoenixclosures.com to view our updated website. Our improved site includes:

- PDF Drawings and Product Brochures
- Complete Phoenix History
- Articles and back issues of Captions
- Much more!

Click link to Enter as Guest...we'll be soon assigning customer specific passwords for added customer services.



Stars & Stripes

Phoenix Closures wishes to recognize the family members of our employees currently serving in our Armed Forces.



Julio Contreras
Son of Efrain Contreras,
Molding A Shift
United States Army
Medic in Bravo Company
Area of Deployment: Iraq



Paul M. Mascheri
Son of Jeanne Mascheri,
Purchasing
United States Air Force
Technical Sergeant
7th Transportation Squadron
Area of Deployment: Middle East



FA Jose Garcia
Son of Rosalinda Garcia,
Molding A Shift
United States Navy
MCM-7; Engineering Dept.
aboard USS Patriot
Area of Deployment:
Okinawa, Japan



Lt. H. Giles Miller
Son of Bert Miller, President
United States Air Force -
AWAC Crew
Area of Deployment: Turkey



ET3 Daniel Marshall
Son of Judy Marshall,
Warehouse
United States Navy
3rd Class Petty Officer -
Nuclear Electronics
Technician aboard aircraft
carrier Theodore Roosevelt
Area of Deployment:
Mediterranean Sea



Cpl. Bruce Wachowski, Jr.
Son of Irene Wachowski,
Scheduling
United States Marine Corps.
Area of Deployment:
Mediterranean Sea aboard
USS Iwo Jima

Captions Spring 2003

Executive Editor, David Szala
Art Director, Ellen Swanson

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

David Szala, Executive Editor
Phoenix Closures, Inc.
1899 High Grove Lane
Naperville, IL 60540-3996

Email: dszala@phoenixclosures.com
Phone: 630.420.4750

Copyright 2003, Phoenix Closures, Inc.

Presort Standard
U.S. POSTAGE
PAID
Naperville, IL
Permit No. 6

Quality and Innovation Since 1890

