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Bapco Closures

Pitcher bottle with dispensing closure pours fresh image

The one-piece dispensing closure relies on Bapco's proprietary BAP Technology, which enables resin, polyethylene, to fill mold in one flowing stream. This flip-top closure with foil lining snaps onto the container.

The change from 96 to 89 ounce high-density polyethylene (HDPE)/nylon Easy Pour Pitcher boosts functionality and shelf appeal for orange juice from Pepsico's Tropicana Manufacturing Co., Inc., Bradenton, FL.

The handled, iridescent white, blow molded jug from Graham Packaging Co., LP, York, PA, with patent-pending, reclosable cap from Bapco Closures Ltd., Guildford, Surrey, UK, begins rolling out nationwide after two years' gestation.

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The tab on front of the flip top aids lifting. Beneath the flip top is a perforated plug with ring pull, this simplifies the initial opening since a gentle tug removes both plug, foil inner seal in one action similar to that used with closures on gabletop cartons.

To reclose, the consumer simply pushes the flip top down until it sits. An audible click ensures a secure reclosure. The oval closure has been embossed with the Tropicana logo, it has reclosure instructions in French and English and measures 2.25 x 1.25 inches, it sits about 0.5inches above the neck finish. "We recently changed our bottle to improve functionality with a new ergonomic design and snap cap," states the spokesperson from Tropicana, adding, "The size of the bottle changed...based on the optimum configuration to incorporate the features of the new pitcher. Our



The bottle is a sleek, curvy container with a sports front, on the back there are in-mold labels color-coded to match the closure and flavor, such as green for Some Pulp Homestyle, blue for No Pulp Calcium, orange for No Pulp Original. The front label boasts, “New Easy Pour Pitcher” in the oval graphic element and “Guaranteed Fresh Taste” in the circle with a freshness stamp with inkjet-coded date.

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