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Rieke Packaging Systems

Pump's expertise is ideal for Fairy

Rieke Dispensing's versatile RS30 pump dispenser has been selected by P&G Professional, the business-to-business division of Procter & Gamble, for 5 litre containers of the company's market-leading Fairy Expert washing up liquid.

Thanks to the modular design of the RS30, including a choice of ball and flap valves, the pump has been tailored to meet the precise specifications of Fairy Expert, delivering smooth flow and easy control of the product and a consistent and accurate 20ml dose.

In addition, the RS30 offers the highest level of thread engagement in the lock down position (1.5 full turns). As well as ensuring that the dispenser cannot 'pop open' during transit, this enables the pump to face inbound over the top of the container, creating easier handling and distribution and better shelf space utilisation.

Previously, end-users requiring a pump for the 5 litre Fairy Expert pack had to request one free of charge from P&G Professional. The adoption of the RS30 for the container has enabled the pump to be included on the pack from the start, giving all users the immediate benefits of improved product control with no spillage or waste.

The design of the RS30 features a wide plunger and collar interface to provide a robust finish that offers durability and stability even in the fully up position. For consumer convenience, the pump spout is angled upwards to eliminate drips after each dispense. The head design has also been created to enable discharge at a variety of angles, including near vertical.

Rieke Dispensing's ability to provide customised solutions to demanding applications singled the company out for this important project; the availability of the pump on the Fairy Expert pack is a strong selling point and P&G Professional is delighted with its



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