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Rieke Packaging Systems

Airless benefits make it first for feet

Convenience, hygienic dispense, practicality and a modern image were key reasons behind the selection of Rieke Dispensing's Airless Dispenser by Finnish personal care manufacturer Novisan for its range of foot care creams.

As Mrs Sanna Juga, Novisan's Managing Director explains, "We were looking for a package that would be trendy, easy-to-use and hygienic. Our creams are long lasting and easy to apply, and this package is perfect because it dispenses the cream economically. We want to offer our customers alternatives and novelties. The fact that the product is good is often not enough - it also has to be appealing and convenient for the consumer to use. We think we have succeeded in combining all the necessary criteria by choosing the Airless Dispenser."

The Airless Dispenser has been specifically designed for creams, lotions and gels and its non-metal contact construction makes it suitable for the widest choice of product formulations and ingredients.

The dispenser pumps air via a unique valve system that ensures reliable and accurate dosing. User convenience is further enhanced by a special suckback feature, which pulls product back into the nozzle after use to eliminate mess and waste, and create a consistently clean and hygienic operation.

For Novisan, Rieke Dispensing is supplying a 100ml Airless Dispenser delivering a 2ml dose. The all over decoration of the containers is colour coded to distinguish the different formulations in the range.

