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Weatherchem

Weatherchem brings convenient dispensing to Mexican food company

Empacados is based in Mexico and specializes in the production of food for the Mexican market. Recently, Empacados converted two of its major spice lines, Pragna and Tzari, to Weatherchem's convenient Flapper® closure.

Pedro Chapa, general director of Empacados, converted their Spice lines from the standard continuous-thread cap with a sifter fitment to Weatherchem's Flapper closure for a variety of reasons. Chapa states, "Weatherchem closures enabled Empacados to pack our spices and seasonings products in a premium quality package. The Pragna spice line is a gourmet product that is sold in grocery and club stores all over Mexico. Conveying the image of convenience and premium quality is crucial to maintaining our brand's high-end reputation."

Chapa continues to say, "The Flapper cap also helps our products stand-out on the store shelf against the competition. We've found that consumers love the convenience of a Flapper cap and we would like to continue satisfying our consumer's needs." Adding convenient Flapper closures to the Pragna and Tzari lines is just another way Empacados is delighting its customers.

Empacados has played an important role in Weatherchem's expansion into international markets. Weatherchem will launch a Spanish version of its website at the end of the summer in 2007 in an effort to improve its service to the Central and South American markets.

At Weatherchem we turn ideas into innovative, convenient, controlled dispensing closures. As the creators of the original Flapper® dispensing closure, we now offer one of the industry's most innovative closure product lines including: Flapper®, FlapMate™,



revamping the design of an existing product, we have the closures that consumers love.

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