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Weatherchem

## Consumer endorsements are pouring in over Weatherchem's LiquiFlapper

Going with the flow and designing run-of-the-mill, traditional dispensing closures has never fit Weatherchem Corporation's pioneering mentality. However, they found that when consumers dispense liquid condiments, "going with the flow" is a good thing.

Controlled directional flow, that is. It is the reason why Weatherchem designed their new LiquiFlapper® Closure. The unique tear-drop shaped orifice and sharp cut-off lip provide controlled directional flow of liquids. It makes for a clean, even flow that eliminates mess and run-off, not to mention a soggy salad.

LiquiFlapper® is the latest in the line of Weatherchem's original Flapper® Closure products and is the first innovative solution of its kind for pourable products. The perfect combination of ease of use, shelf impact, and safe and secure features make LiquiFlapper ideal for marinades, sauces, salad dressings, syrups, creamers, specialty milks, and liquid antacids. The flow is controlled and goes where you want it to go, with no gushing out.

What did gush out were the overwhelming endorsements from testers within a focus group for LiquiFlapper. They preferred LiquiFlapper over conventional closures in every practical way. It proved superior in controlled flow, elimination of waste, and ease of use. What the group also found appealing was LiquiFlapper's modern and unique design. The one-piece design has a durable hinge, opens easily, and closes with the LiquiFlapper's signature audible "snap" that signifies locked-in freshness. The fact that the LiquiFlapper design provides user-friendly dispensing for children and the elderly was also important. In fact, the majority of testers agreed that they would consider switching to a different brand with equal quality if it had a LiquiFlapper closure.



and chemical refill applications. In a separate focus group, users preferred the LiquiFlapper closure over conventional screw-on caps for these familiar reasons: controlled flow, no waste, easier to use, and no chance of losing caps.

Besides being the perfect solution for dispensing liquid products, the design and structure of the LiquiFlapper is an outcome of Weatherchem's all-encompassing sustainable packaging initiative. Responding to the need for packaging materials to be more environment-friendly, the LiquiFlapper closure is 10% lighter than previous generation caps and 10% lighter than similar competitive products.

Weatherchem Corporation is an innovative manufacturer and marketer of convenient plastic dispensing closures and controlled access packaging. As the creators of the original Flapper® dispensing closure, Weatherchem now offers one of the industry's most innovative closure product lines. In addition to LiquiFlapper®, these include: NutraFlapper®, FlapMate™, Grinder NR™, NutraGen II™, and Agricap®. Whether designing or selecting packaging for a new product, or revamping the design of an existing product, Weatherchem has the closures that consumers love.

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