

Weatherchem Package Innovation Introduces New Almond Flavors

BY **JESSE ROTMAN**, CONTRIBUTING WRITER

A series of tasty new flavors from the nation's largest almond snack-nut grower is teaming in a major rollout with the most innovative U.S. dispensing closures company.

"Weatherchem Corporation is executing this project after meeting our ambitious expectations for volume and package design," stated Bill Hurson, procurement specialist for Blue Diamond Growers of Sacramento, California.

"We know that Weatherchem will satisfy our needs now and down the road."

The new product and its special packaging will be on grocery, drug, mass merchandise, snack nut, and other retail facings across the country beginning this month.

"Our initial market tests proved we have the early signs of a major success," stated Maya Brown, Blue Diamond marketing manager.

"We are convinced we will reach our ambitious sales targets set for these delightful oven-roasted almonds. Their flavors, packaging, special containers, and a recipe with no added oil will help us achieve our objectives."

PACKAGING EXPERTISE

Blue Diamond Growers worked with Weatherchem to modify an existing easy-pour pop-top lid for effortless dispensing. A curvaceous container (see photos), idealized for women's hands, and a portion-control clear side-window strip enhance the package.



Blue Diamond officials expect this product will be tossed into gym bags, enjoyed while reading and watching TV at home, kept on desks at work, and placed conveniently into car cup-holders. This will enable enjoying healthy snacking in everyday circumstances with a snap-and-pour package that has an attractive film label wrapper to help preserve freshness.

Flavors offered now include Cinnamon Brown Sugar, Vanilla, Sea Salt, and No Salt; others are in development. An eight-ounce container of these almonds will sell for \$3.99 at retail.

SUSTAINABILITY PROFILE

In keeping with Weatherchem's company-wide drive to promote sustainability, the new Blue Diamond product reflects various processes in this charter, according to Whitney Reichheld, Weatherchem product manager.

For example, the convenient flip-top cap enables portion control, which is particularly important to Blue Diamond and other Weatherchem customers.

"The closure is also designed to be ten percent lighter like many of the new projects in our development pipeline," Reichheld adds.

"We also recycle waste to raise funds for local schools. Further, we are adding more effective and economical presses that require 30 percent less energy and are cleaner than traditional hydraulic presses," she adds.

Weatherchem's sustainable initiatives also include introducing a new sift-resistant, fully contained closure that eliminates a liner; making paper and foil liners thinner; and reducing scrap by 2 percent.

THE 'GREENING' OF A COMPANY

Weatherchem's business reflects a "greening process" that integrates sustainability criteria into new-product development. According to Jennifer Altstadt, the president of Weatherchem, "How we use energy, how we design our products, how we continue to do well by 'doing good' is exciting. Weatherchem's enduring success will be the result of our sustainable business practices."

Whether designing or selecting packaging for a new product – or revamping the design of an existing product – Weatherchem has the closures that industry specialists utilize regularly.

As the creators of the original Flapper® dispenser, Weatherchem now offers one of the industry's most innovative closure product lines. These include FlapMate™, Grinder NR™, LiquiFlapper®, NutraFlapper®, NutraGen II™, and Agricap®.

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