



weatherchem

INNOVATIVE DISPENSING CLOSURES

Easy Trouble Free Dispensing Brings Consumer Satisfaction to Spring Cleaning

For Immediate Release

October 16, 2006

Cleveland, Ohio - Spring cleaning has never been easier! Milliken Chemical, manufacturer of Capture® Carpet Cleaner, brings consumer satisfaction to carpet and rug cleaning utilizing the Flapper® Dispensing Closure. "The Flapper provides easy, trouble free convenience of controlled dispensing to our product. Through consumer research, our brand and packaging team found that the Flapper cap provided us the highest consumer satisfaction levels when dispensing the product". Another benefit to consumers and Milliken's operations is the elimination of a separator sifter replaced so effectively by this dispensing cap", explains Scott McDowell, Product Line Manager for Milliken & Company.

This versatile closure brings more value-added capabilities to Milliken consumers. "The cap allows the use of induction liners offering tamper evidence and long shelf life, which we could not offer with the previous package. With easier opening and re-closing of the package, we now provide a secure seal when the product is not in use", says McDowell.

According to McDowell, Milliken along with their supplier TricorBraun chose the Flapper closure for their Capture product because "Weatherchem's reputation for making high quality products gives us confidence that there will be no failures when using the caps. This is extremely important with consumer products due to loss of brand value that one recall can cause".

Founded in 1957, Milliken Chemical is headquartered in Spartanburg, South Carolina with manufacturing locations, satellite locations and sales offices globally. In addition to dry cleaning products, Milliken Chemical offers supplemental carpet cleaning products, additives, colorants, medical products, specialty and textile chemicals and turf products.

TricorBraun, a Weatherchem Channel Partner and preferred supplier to Milliken Chemical, is an innovative packaging design and distribution organization located in St. Louis, Missouri with 25 locations around the United States.

Weatherchem Corporation markets plastic dispensing closures and packaging systems utilizing patented Flapper® technology in food, healthcare, personal care and chemical industries.

For more information about Weatherchem Corporation, contact the Marketing Department at 330.425.4206 or marketing@weatherchem.com.
Website: www.weatherchem.com.

