



FOR IMMEDIATE RELEASE

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Weatherchem's NutraFlapper® Closure Is a Champ For Chomp

Cleveland, Ohio—A dispensing closure, designed and manufactured by Weatherchem Corporation, has proven to be ideal for the launch of a special pet product package. Weatherchem's NutraFlapper® Closure provides convenient dispensing and maintains freshness to Chomp, Inc.'s new line of Sniffers® Shake-Ins™ Meal Enhancers. The result is a “tail waggin” experience for dog owners.

NutraFlapper® is exactly what Chomp, Inc. desired for its dry meal enhancer, which is shaken over a dog's food at mealtime. The closure allows for easy use. It has a half moon shaped orifice that provides controlled, no clog, no mess dispensing. NutraFlapper® closes with its signature audible “snap” that signifies locked-in freshness. And maintaining the freshness of Sniffers® Shake-Ins™ is critical because it contains all-natural meats and soluble fiber.

Sarah Speare, Chomp's Vice President of Marketing, noted that the Weatherchem's NutraFlapper® design “was perfect because it met the need for one-hand convenience and controlled, no stick dispensing.” Weatherchem is proud of the fact that a key marketing point of Sniffers® Shake-Ins™ is that the product is the *no mess solution* to adding flavor, nutrition, and protein to a dog's meal.

With new advances in nutritional supplements for pets and news of recent pet food recalls, consumers have a greater awareness of the healthcare needs for their “best friend.” As with humans, safety and security of a brand of food or pet care product is a high priority. Brand differentiation, brand enhancement, and convenience also rate highly with consumers.

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 NutraFlapper®, these include: Flapper®, FlapMate™, Grinder NR, LiquiFlapper®, 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.*

For more information about Weatherchem Corporation, please contact the Marketing Department at 800.680.3412 or e-mail marketing@weatherchem.com.

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