



weatherchem
INNOVATIVE DISPENSING CLOSURES

FOR IMMEDIATE RELEASE

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New Easy-to-Open 53mm .400” Closure for Dietary Supplements

Cleveland, Ohio—Weatherchem Corporation announces a new, larger size NutraGen II® Closure. The **new 53mm .400” size** fits the need for larger volume vitamin products sold in club stores and many other retailers. The addition of the 53-400 NutraGen II completes the entire family of caps for dietary supplement products which also includes the 33-400, 38-400, and 45-400 sizes.

In an effort to continually improve product design and function, **all sizes** of NutraGen II now have a **soft and rounded rim** on the **thumb-indent** to make the “easy-to-open-and-close” product even *easier* to use. The NutraGen II is widely used in the Vitamins, Minerals, and Supplement market to dispense both large and small pills.

Weatherchem’s focus group research proves repeatedly that a premium looking package translates into a quality product in the consumer’s mind. Vitamin consumers will have a positive experience and perceive the product contained in the packaging to be of higher quality when it’s topped-off with a convenient NutraGen II closure. This is critical in a challenging economy where consumers are more apt to purchase a lower priced product. Consumers, in particular “baby-boomers” or mature adults, are willing to pay more for the extra convenience that the NutraGen II closure supplies. All of this leads to repeat purchases and increased market share.

The NutraGen II Closure has a contemporary one-piece design and is available in a variety of standard and custom colors to set your brand apart. And, as Weatherchem discovered, gaining consumer loyalty can very well hinge on, well...the *hinge*. Indeed, NutraGen II is made with a stronger back hinge than competitor brands that lack stability and even break. The hinge design is robust so the lid will *stay* open and *snaps* shut with when closing.

The total packaging appeal of NutraGen II to the needs of an aging population includes convenience, easy to use, easy to open and close, aesthetically pleasing, highly visible and the capability to maintain freshness. You can say that the NutraGen II Closure literally gets a “thumbs up” from baby boomers because it can simply be opened with the flip of a thumb. This helps a person who is suffering from arthritis to avoid using a twist motion or a tight two-handed grip needed to open a screw-on cap on a vitamin bottle. In the NutraGen II’s case, superb functionality and quality goes well beyond its pleasant appearance.

Continued...

Weatherchem’s Popular NutraGen II® Closure Now Has a Larger Size and Improved Design for Easier Opening, continued...

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. 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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