



For immediate release

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**COLOR-COORDINATED WEATHERCHEM CLOSURE REINFORCES
21ST CENTURY'S BRAND WHILE PROVIDING
EASE AND RELIABILITY TO CUSTOMERS**

Cleveland, Ohio—21st Century® Healthcare, Inc., one of the nation's largest manufacturers of dietary supplements, utilizes Weatherchem's patented Flapper® closure not only to reinforce its brand on the shelf but also to provide convenience to its customers.

Headquartered in Tempe, Arizona, 21st Century offers an extensive line of dietary supplements currently available in more than 50 countries world-wide. According to Steve Snyder, President of 21st Century, the selection of the Flapper closure was a natural fit for the vitamin line. "The Weatherchem cap was similar to our own patented flip cap but better quality," admits Snyder. "The unique color-coordinated cap matches our unique color-coordinated labeling, which is our trade look throughout the world."

The Flapper closure also makes the process of getting 21st Century's products to consumers easier and more efficient. According to Snyder, utilizing the Flapper closure "streamlines the capping and packaging process, saving us labor." At the consumer end, Mr. Snyder notes that "customers like their closure, as seniors do not misplace it and others can just flip it to access the product."

In addition to quality service and a commitment to new product design, Weatherchem was also appealing to 21st Century because it allows the company to "buy more 'Made in USA,'" says Snyder.

TricorBraun, a Weatherchem distributor and supplier to 21st Century, is a packaging design and distribution company headquartered in St. Louis, Missouri, with 25 locations around the United States.

Weatherchem Corporation manufactures value-added, one-piece, controlled-dispensing closures regularly used in the food, healthcare, pet food & care, personal care and chemicals industries. Flapper's one-piece patented hook design leaves no detached parts keeping flaps securely closed from capping to warehouse.

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