



New hinged dispensing closure for syrup



BERICAP France has recently launched a new hinged dispensing closure for syrup for MIGROS.

BERICAP France has recently launched for its customer SEBA APROZ, the integrated beverage supplier of MIGROS, the leading retail chain in Switzerland, channelling more than 40% of all food products in William Tell's country.

This closure is replacing the old fashion existing 2-piece dispensing closure which among other defects requires two hands to open, has a removable overcap that can get lost easily, has a tear off membrane often difficult to open and a tear off ring that often breaks. The new closure, ref. 4351, belongs to a new generation of dispensing closures with hinge that BERICAP France initiated recently to replace the 2-piece range for more convenience to the consumers. Indeed, such closure is a real concentrate of know-how and technology as it is covered by 3 patent and 1 registered design: 1. closure snapped on screw neck finish (European patent) : efficient bottom tamper evidence, security against counterfeiting by preventing reuse of PET bottle for other applications 2. convenient hinge allowing the overcap to quickly fall back on its own to almost 180° open position 3. beak shaped spout, allowing precise dosing and integrated into the general shape of the closure for easy capping (French patent application) 4. easy to open membrane thanks to a special shape of the

tearing zone and reinforced tear off ring (French patent application) 5. overall registered design MIGROS are so satisfied of this move to this new BERICAP closure that they are now advertising on closure to create a competitive edge with other products on the market and to make difference with other fruit syrups of the market and create attention of consumers.