



# What's in a Cap

Consumer research on packaging solutions frequently highlights the importance of closures to convenience, functionality, product quality and the overall user experience. Easy opening and safe reclosing of packaging often rate highly in surveys about customer satisfaction.

Elopak's Pak-Lok® system was developed to focus on offering a wide range of closure types for fresh, ESL and aseptic products and provides over 5.2 billion caps a year world-wide. Pak-Lok® provides two screw cap systems; the Elo-Cap™ range for fresh and ESL products and Pure-Cap™ range for long life and aseptic beverages. Elotalk opens the lid on the Pak-Lok® concept and the importance of closure design and technology.

Hans Lippuner is Director of the Elopak Feature Systems [FES] which continuously develops the Pak-Lok® concept says, "A good closure capability is essential for package performance and the consumer only gets more demanding. Closure choice is important to producers to meet the needs of the market place and to provide ever more convenience and functional benefits.

## Elo-Cap™ for freshness

Applied from inside and before filling on cartons with a fully cut hole, there is a variety of Elo-Cap™ closure types, sizes and colours for pouring performance and processing compatibility. This range is designed for fresh products such as pasteurised milk or fresh juice and long life hot filled beverages. About three quarter of all Elopak's closures are Elo-Cap™ and include;

**Elo-Cap™ UE Light** – a light weight cap for fresh milk products only,

**Elo-Cap™ UE/U4** – a light weight cap, slightly larger and more robust than UE light for all fresh food applications, milk and juice,

**Elo-Cap™ XE/XE Light** – a larger size cap (36,5mm) for fresh products dairy and juice, ideal for high viscosity products,

**Elo-Cap™ UF** – a medium weight cap for fresh and ESL applications including milk and juice,  
**Elo-Cap™ UL** – a medium weight cap designed for long life products, hot-fill applications (not aseptic),  
**Elo-Cap™ UP** – a pull ring, medium weight cap used for fresh applications,  
**Elo-Cap™ US** – a larger pull ring cap designed for the Americas market. As it is bigger (30,5mm) it requires a bigger through cut hole.  
(N.B all Elo-Cap™ U caps are 29.0 mm diameter unless stated, and all come in both white and a selection of colours except Elo-Cap UE Light which is available in white only)

### **Pure-Cap™ for long life integrity**

The Pure-Cap™ portfolio is designed for long life and aseptic product packaging which requires full integrity until opening. Accuracy in application is essential and caps are applied from the outside and sealed in position by hot air over the pre-cut disc. A selection of caps are available to meet customer's demands for pack differentiation and easy handling and include the Pure-Twist™ U medium size cap and the bigger Pure-Twist™ X all designed for long life and aseptic products but also suitable for fresh products.

All caps are applied onto the cartons by applicators which are optional, and can be fitted to new or existing Elopak filling lines and integrated with customer's systems.

Hans Lippuner adds, "Consumers expect packaging to perform at every level and easy opening is high on their list of priorities. In line with consumer trends, Elopak has a sophisticated range of closures to meet a variety of needs. We work closely with customers to identify the best closure depending on their product, their consumer, their market and their operational flexibility."

### **FES challenge leads to international acclaim**

When Elopak was approached by customer, German juice manufacturer Albi GmbH & Co with a significant challenge for its catering juices, Elopak Feature Systems (FES) devised a simple yet effective solution. Working with its main supplier Elocap, the Elopak FES team developed a transparent Pure-Twist X cap for the 1 litre Diamond Curve® cartons for Albi's airline customers. The cap enables the airline staff to easily and accurately



differentiate between opened and un-opened packs in order to adhere to strict regulations regarding liquid products.

The cap is also acknowledged for providing integrity, safety and stock control benefits to the catering and leisure trade, and for consumers who buy in bulk for multi-use purposes such as parties.

Hans Lippuner, adds, "This solution meets a very important and specific customer legal and safety requirement and has attracted the attention of other customers who see the added value for aseptic products."

The new transparent cap from Elopak won a highly commended award in the Best Cap and Closure category at the Beverage Innovation 2009 awards.

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For more information about Elopak closure offerings take contact with Director Feature Systems Hans Lippuner; [hans.lippuner@elopak.ch](mailto:hans.lippuner@elopak.ch).

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