Silver Joe’s and Enercon team up for an induction sealing adventure

For Silver Joe’s, the slogan “taste the adventure” is more than a theme and there is no exception when it comes to its packaging. Silver Joe’s was thinking “outside the bag” when it came to the unique, tear-shaped container.

Silver Joe’s, the official coffee of DNR Airstream, has been selling its line of premium coffees in traditional gusseted bags, while traveling to Airstream events.

Once representatives held the cans, they realized that this package will travel far beyond the Internet, its current point of purchase. All of these people were just waiting for the first cases of trade packages to ship.

It took a team effort to make Silver Joe’s vision become a reality. Enercon, Selig Sealing Products and M&S Automated Feeding worked together to provide Silver Joe’s premium coffee with premium packaging results.

The custom sealing system features a unique sealing head that overcomes two challenges presented by the container.

Enercon, Selig Sealing Products and Unipac recently collaborated on the industry’s first induction sealing webinar. Packaging professionals from more than 25 countries took part in this informative event.

Attendees learned how to add value to their brand by integrating induction sealing into their marketing strategy. They were also exposed to new benefits of induction sealing. Topics covered include:

- Integrated brand/packaging strategies
- Using liners as Cause Marketing tools
- Reduce pack weight with foil seals
- New applications for sealing prior to capping or without caps

To access the archived seminar visit sealingseminar.com. No special software is required to view the presentation. All you need is an internet connection and speakers to hear the audio.

Enercon also offers web-based training seminars for your operations team. If you would like more information please e-mail us at info@enerconind.com.

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Several years ago, I wrote about the disadvantages of pressure sensitive liners (PSL). Among the shortcomings were lack of tamper evidence, the inability to be used with liquid products and the absence of any type of moisture and oxygen barrier properties.

Additionally, PSL are not recognized by the FDA as being tamper evident and have been banned by the FDA from being used in OTC pharmaceuticals.

Recently I’ve uncovered yet another problem with pressure sensitive inner seals. Some closure companies have flat out advised their customers that they will no longer furnish pressure sensitive inner seals. The reason is the excess amount of maintenance required when punching the pressure sensitive liners into a closure. Because of the make-up of pressure sensitive liners, millions of tiny bubbles of adhesive are released when the punch pushes the liner through the die in the cap lining process, resulting in a buildup of glue on these parts, causing significant downtime for cleanup.

In fact, at least two closure companies, in an effort to get their customers to switch to induction foil inner seals (which incidentally, are approximately the same price as PSL and in some cases less expensive than PSL), have offered to help the closure customers obtain the necessary induction sealers at a reduced price. In some instances, where the volume warrants it, the closure company will give the customer the induction sealer at very little charge.

The closure companies justify this practice by pointing out the money saved in maintenance more than offsets the cost of the induction system.

In addition, the customer gets a much better seal which provides tamper evidence, leak protection and zero moisture and oxygen permeability, assuring the consumer of a fresher, safer product.

If you have any interest in switching from PSL to induction, give us a call, or contact your closure supplier to see if they will help you.
**Unique Applications**

**Premium packaging for premium coffee**

Due to the nature of the steel container, the lip has small imperfections, making it impossible to get the proper seal from conduction sealing. Enercon’s induction sealing head is able to compensate for these imperfections.

**Double Duty Sealing Heads**

The eccentric tear-dropped shape of the container opening presented another challenge. The eddy currents produced by an induction field travel in a circular motion. Enercon’s engineers were able to use their experience on other non-round liner projects to develop a special sealing head.

The unique sealing head directs the sealing energy in a pattern that provides enough intensity throughout the shaped liner that hermetic sealing is possible.

The sealing heads perform double duty: they pick-up and transfer the foil onto the container, and then seal the container. M&S provides the bottle handling and liner feeding system that makes it all possible.

Selig produces a custom membrane for the application. It consists of polyethylene terephthalate, foil, paper and heat seal layers. The paper layer facilitates off gassing.

**Hall of Fame Credentials**

Silver Joe’s application pushed the limits of technology and reminds us that challenging preconceived ideas will often lead to breakthroughs and dynamic new packages. The solution is ingenious enough for Enercon to include it in its Induction Sealing Hall of Fame. Read more about other Hall of Fame inductees below.

**Awards**

**Induction Hall of Fame Inductees Announced**

Products from The Hain Celestial Group, Inc., WILDCAT R/C Fuels, Société des Produits Nestlé S.A., GlaxoSmithKline Beecham Consumer Healthcare, and Silver Joe’s Corporation earned induction into the Sealing Hall of Fame.

Each container pushed the development of induction sealing technology to new levels. Challenges that were overcome include:

- Oval shaped foils
- Snap on caps
- Metal containers
- Varying land area tolerances
- Cap and bottle profiles with large air gaps on both the sides and top
- Two caps with differing heights on one package

Do you have an idea for a unique use of induction sealing technology? Contact Enercon and you may find yourself in the next Hall of Fame Class!
Enercon will assist companies with integrating their cap sealing operation into a line control network. Our latest technology makes the process a simple way to improve output and reduce downtime.

Enercon’s new RCM (Remote Control and Monitoring) option package allows packagers to incorporate induction sealing into sophisticated line control and SCADA (Supervisory Control and Data Acquisition) systems. Simple remote control and operation is also available from a PC.

The option package is so flexible that it will work with virtually any customer-supplied software. Packagers can customize the data from the cap sealer to create their own unique remote interface screen.

**RCM System integrates induction sealing into packaging line control systems**

Remotely control, operate and monitor your cap sealing operation by integrating it into your line control system.

Enercon’s RCM package provides all the cap sealing control functionality and data monitoring required for powerful integrated line control.

The RCM package is compatible with the Super Seal™ Max and Super Seal™ Jr.