

News Release

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Horlicks wakes up Hall of Fame!

The innovated shaped bottle and oval cap of the new Horlicks pack won the approval of visitors to the Expo Exhibition in Chicago

Enercon US Headquarters have inducted the new Horlicks pack into their Hall of Fame. The oval shape cap of this European household staple product, created a challenge because induction sealing eddy currents travel in a circular path. The snap-on cap lacks torque required for the conventional induction sealing process.

Why induction? Keith Marriage, Director, Nutritional Healthcare for GlaxoSmithKline, said "We needed to create an airtight seal to prevent product exposure to moisture. We discussed it with Enercon UK and we worked with them to find a solution."



Brian Tyndall, Enercon UK Sales Manager (*right*) Presents Hall of Fame Certificate to Keith Marriage, Director, Nutritional Healthcare, GlaxoSmithKline

Solution: Super Seal™ Max with a customized coil, coupled with a Top Belt Sealer was used to ensure that the caps apply pressure on the foil during process – **sealed the deal**



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