

Convenience with a pop: Boyer's first in nation to offer 'EEASY Lid'

VICKI TERWILLIGER / PUBLISHED: JANUARY 8, 2020

Boyer's Food Markets Inc. became the first grocery store chain in the country to use a patented new jar lid technology called the "EEASY Lid," according to the product creator.

Developed by Consumer Convenience Technologies, of Dayton, Ohio, the lid is being used on Darci's brand pasta sauce jars at all of Boyer's 18 Pennsylvania stores.

CCT said one third of the population struggles or cannot open jar lids due to physical limitations. A collaboration between CCT and Boyer's has allowed the new convenience to be offered to consumers.

"It actually works," Anthony Gigliotti, Boyer's executive vice president of sales and marketing, said in a phone interview Monday. "It's selling in the stores and we've been able to move it. We're excited."

Store customers began seeing signs posted alerting them to how the lid functions in late December and continuing into the new year when the sauce hit the shelves.

The new technology makes opening vacuum-

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JACQUELINE DORMER / STAFF PHOTOGRAPHER The EEASY Lid on the Darci's pasta sauce allows consumers to vent a jar by simply pressing a button on the lid activating a tiny slit releasing the vacuum seal, reducing the effort needed to twist off the lid. Boyer's Food Markets became the first grocery store chain in the country to use the new lid technology. The lids were developed by Consumer Convenience Technologies, of Dayton, Ohio.



sealed jars up to 40% easier, CCT said. The EEASY Lid allows consumers to vent a jar by simply pressing a button on the lid. That activates a tiny slit that releases the vacuum seal, dramatically reducing the effort needed to twist off the lid. Once the lid is off, with a push of the thumb on the inside of the lid, the button can be popped back and the lid can be replaced on the jar again in case all of its contents were not consumed.

"When we started researching, we looked at the demographics. We had a meeting with Boyer's management and they were wonderful and excited to showcase the new EEASY Lid," Brandon Bach, CCT president, said.

James Bach and Pete Stodd are CCT co-founders.

The firm discovered Boyer's, headquartered in Orwigsburg, through some of its business vendors, Bach said. "We learned that Boyer's was a forward-thinking grocery store chain," he said.

JACQUELINE DORMER / STAFF PHOTOGRAPHER The EEASY Lid on the Darci's pasta sauce are seen on the shelf Monday at Boyer's Food Markets in Pottsville.



They met with Boyer's in mid-2019. CCT worked with Stello Foods in Pennsylvania to fill the product, which incorporated the EEASY Lids, then the Darci's pasta sauce was shipped to the Boyer's grocery stores, Bach said.



 Image Gallery for Convenience with a pop

Currently, the lids are only on the Darci's pasta sauce, but Bach said talks are "going forward" on the possibility of getting the lids onto other jarred products.

Boyer's' clientele is the 30-years-old and older range, so offering the new lid fit in well for its shoppers, according to Gigliotti.

"We went back and forth on whether to have a private label. We wanted to get a premium sauce, and we have four varieties ... We felt it was really good," Gigliotti said, noting the stores made special shelf space available to carry the product.

EEASY Lid has been in development for the past eight years. CCT calls it the "first major jar lid innovation in over 75 years."

Stodd, who is in the beer and beverage industry, had a friend who asked if an easier-opening lid could be created and that spurred the initiative, Brandon Bach said.

One of the challenges is that 80% of all lids are steel or tin plate, according to Bach. CCT decided to make its lid out of aluminum.

"The product is completely recyclable," Bach said.

Consumers are already recycling their glass containers and can now recycle the aluminum lid, just like they would recycle an aluminum beverage can, he said.

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