

The Canmaker

Twist-off lid that makes life easier

A new design of metal twist-off lid that is claimed to require less than half of the torque to open manually than conventional lug caps will have its US commercial launch in January.

The Eeasy Lid is the brainchild of Pete Stodd, the boss of the company that designed the CDL beverage end which is used by more than a third of all drinks cans worldwide, and managing partner in Ohio-based Consumer Convenience Technologies (CCT), which has developed the lid.

Key to the design of the Eeasy Lid is a button at its centre. When consumers press the button a small slit opens to break the seal and release the internal vacuum. Testing on the lug version of the lid showed that the Eeasy Lid was 58 per cent easier to open than conventional steel lug caps.

The lid can be resealed to prevent spillage by pressing back the button from the inside.

“About a third of consumers can’t open a jar, so the Eeasy Lid expands the market for manufacturers and retailers by making the product useable to everyone,” said James Bach, CCT’s joint managing partner.

Bruno Xavier, a processing expert at Cornell University, has studied the suitability of the Eeasy Lid to ensure its safety and stability with food products hot-filled in glass jars.

“Through our studies, we’ve found that these lids provide a stable hermetic seal,” Xavier said. “By pressing the centre of the Eeasy Lid, users simply release the vacuum, making it easy to open – ultimately providing a better experience to consumers, as indicated by the data provided by the manufacturer.”

Production of the Eeasy Lid starts next month (December) in time for its commercial launch in January at Boyer retail stores in Pennsylvania. They will be used on jars of Darci’s pasta sauce produced by Stello Foods and distributed by Cavallaro Foods.

“After working in the food packaging industry for over 30 years, it is nice to see an advancement in packaging design as simple and effective as the Eeasy Lid,” said Nickki Stello,

owner of Stello Foods. "I could easily see this lid becoming the preferred jar lid packaging solution for the industry, accepted and appreciated by all consumers."