



Success Story: Juice Plus+®

New bottle. New closure. Continued dispensing convenience.

In 2013, The Juice Plus+ Company celebrated 20 years of inspiring healthy living in families around the world. This multi-million dollar national brand was founded with the goal of providing customers more nutrition from fruits and vegetables every day. Delivering this nutrition in a convenient capsule form, Juice Plus+ supplements provide concentrated nutrition from 25 different fruits, vegetables, berries and grains that help bridge the gap between what you should eat and what you do eat.

In an effort to offer better value to customers, Juice Plus+ worked with the packaging experts at TricorBraun to develop a new package that included a larger bottle. This also required a larger closure. Knowing that their customers range from busy moms hustling to feed on-the-go children to business travelers trying to stay healthy and fit, convenience was an important component of the new package. The NutraGen II® closure offered the dispensing convenience of a flip-top closure, along with an embossed logo that supports the brand's identity. The NutraGen II closure was selected to ensure that Juice Plus+ customers could conveniently dispense their product, easily open and close the bottle and know that their nutritional supplements are safely contained. With the added benefits of production line efficiencies, a more ecologically friendly package and brand awareness, the NutraGen II provided the ideal closure solution for the Juice Plus+ package redesign.

Customer:

TricorBraun and
The Juice Plus+® Company

Product Market:

Nutritional Supplements

Brand:

Juice Plus+®

Closure:

58mm NutraGen II®
embossed closure



One Company - Unlimited Packaging Possibilities

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INNOVATIVE DISPENSING CLOSURES

MRP
MOLD-RITE PLASTICS
Innovative. Reliable. Responsive.

STULL
TECHNOLOGIES

EXPANDED PRODUCT OFFERINGS · MULTIPLE MANUFACTURING LOCATIONS
INDUSTRY LEADING INNOVATION · UNMATCHED CUSTOMER SERVICE

Challenge

New large bottle offers better value for customers and requires new, customized closure.

Solution

The customized NutraGen II® closure provides the dispensing convenience that customers expect with a new size and look.

Contact

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