



Success Story: Relief OTC™ Antacid

Fast Heartburn Relief Has Never Been So Easy - Until Now

With an estimated 25 million people in the U.S. suffering from heartburn and indigestion daily, Relief OTC™ set out to help by developing a fast-acting liquid antacid drink. Taken only when needed, Relief OTC™ gives consumers a clear, great-tasting liquid that provides instant pain relief while other brands competing in this market offer thick, paste-like solutions.

Research has shown that heartburn sufferers are looking for something that is fast-acting, with little to no side effects and easy-to-use. Relief OTC™ kept all of this in mind when designing their unique, innovative packaging. Teaming up with Mold-Rite Plastics and TricorBraun, Tummy Company selected a CT closure to give customers an easy way to consume their antacid drink. Combined with a Lift n' Peel® liner, the CT closure helps give the bottle an updated look while still providing a tamper-evident seal. For additional safety, a second tamper-evident feature, the sleeve that covers the closure, offers an option to add promotional materials to the top of the package improving shelf impact.

Relief is as simple as open, drink and done.



Customer:

TricorBraun and
Tummy Company Inc.

Product Market:

OTC Pharmaceutical

Featured Product:

Relief OTC™ Antacid

Closure:

33mm ribbed side,
smooth top CT with
Lift N' Peel® Liner



Challenge

Relief OTC™ wanted to find an easy-to-use ribbed closure that worked well with a Lift n' Peel liner.

Solution?

MRP's CT closure helps give consumers a simple way to consume this product while enhancing their shelf impact.

Contact

marketing @weatherchem.com
330-425-4206
www.weatherchem.com