

FOR IMMEDIATE RELEASE

BERICAP goes YouTube: New video shows latest product innovation – more clips to follow.

Budenheim, Germany – April 09, 2018 BERICAP is well-known for caps and closures that surpass the usual packaging solution standards. With one of its latest innovations, the company underlines its position as leading plastic closure company for the vaping industry in Europe. For the e-smoCap™ for e-liquids, a new YouTube video showing the outstanding consumer convenience, as well as safety features of the product, is now available.

“One major focus of BERICAP’s R&D efforts is consumer convenience, while fulfilling customers’ expectations towards weight-optimized, high performance packaging”, says Christoph Thünemann, Group Director Communications and Marketing at BERICAP group. “Depending on application, the closures must not only ensure that the container is closed and tightly sealed, but also protect its contents against product piracy whilst complying with the highest technical safety standards. This holds particularly true for e-cigarette liquids. With the new e-smoCap™ closure, BERICAP provides the perfect answer to these main challenges in the fast-growing e-cigarette market.”

Childproof while maintaining consumer convenience

The brand-new video gives a detailed overview of the main product features of BERICAP e-smoCap™. It is a childproof closure that allows easy refilling of e-cigarettes through a long, narrow nozzle – a technique that can be applied to other product sectors where precision dosing is of paramount importance. The closure is fully recyclable, complies with the Tobacco Product Directive and is ISO 8317 CRC certified by the French Laboratoire National d'Essais. A tamper evidence band ensures that it is tamper-proof, thus providing safe use for end consumers. In addition to the established production lines in BERICAP France, BERICAP UK has recently invested in a completely new production line to manufacture BERICAP e-smoCap™ vape bottle caps. By using modern video techniques, the main product features are presented in an animated way that makes the product features easy and quick to comprehend.



BERICAP e-smoCap™ - the video. Now available on the BERICAP YouTube channel

Product videos are a relatively new medium at BERICAP. The new e-smoCap™ video is one of the first product videos to be found at the company's [YouTube Channel](#). "In order to support our goal of underlining our role as innovation generating and quality-driven player in the market, new products will be supported much more intensely by using these additional tools in the future", explains Thünemann. "Especially for products with a clear focus on consumer convenience, short videos are the best way to present information as well as emotions. BERICAP products will be shown as an integral part of daily life or give a clear idea of how the products can make life easier, safer or more comfortable." Videos giving insights on BERICAP as employer brand will complete the future video range.

About BERICAP

BERICAP is one of the leading global manufacturers of plastic closures with 23 factories serving customers in more than 100 countries across the world. With five central R&D centers, a mould shop in Hungary and several satellite R&D offices in its main operations, BERICAP is particularly committed to developing innovative plastic closures to support its customers' success.

The company puts a strong emphasis on quality. Best manufacturing practice in the BERICAP Group is centrally coordinated and implemented at each plant to ensure superior quality and will be continuously leveraged to raise the quality level further. All BERICAP plants are ISO 9000 and BRC-IOP or ISO 22.000 certified.

In order to strengthen its global presence, BERICAP set up ongoing projects in several countries in Asia and the Middle East, and built a network of licensees and partners to supply similar products made according to the same quality and service standards for its global customers.

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