

DUERR'S NEW JAR LID SOLVES AN AGE-OLD PROBLEM

New innovation makes opening jam jars easy

A new innovation for glass jar lids is set to bring welcome relief to anyone who relies on tea towels, hot water or a strong partner every time they are faced with opening a jar of their favourite preserve.

Duerr's, the independent jam maker, is introducing the innovative Orbit™ lid across their range of jams and marmalades nationwide following a successful trial in Morrisons stores.

Consumer response to the new lids was overwhelmingly positive. While 100% of survey respondents found the Orbit lid easier to open than a normal jar, 86% considered it 'much easier'.

The simple mechanism, developed by Crown Holdings, Inc. (NYSE: CCK), a world leader in metal packaging, reduces the effort required to get the jar open. The appearance of the Orbit™ lid is very similar to a normal twist-off lid, but it is actually in two parts: a central panel is sealed to the jar by vacuum, and an outer ring is screwed in place to provide further protection.

To open the jar, the user simply twists the ring in the same way as opening a normal twist-off lid. Twisting the ring firstly loosens the ring, then smoothly pushes the panel away from the jar to break the seal. In this way, the ring acts as a tool to break the seal. As the panel is free to move within the ring, the sound made by breaking the seal is accentuated, assuring the consumer of the contents' freshness. Once opened, the jar may be reclosed and reopened as usual.

The Orbit Easy Open lids are now gradually being phased in on the range of Duerr's marmalade and jam products and are already in stores nationwide.

Richard Duerr of Duerr's comments: "The simplest innovations are the ones that truly have the biggest impact on our everyday lives. This isn't just a product for those with arthritis or weak wrists; it's a product that everyone can use.

"Duerr's has a long history of investing in market changing technology. In 1905 my great, great, great, great grandfather Fred Duerr pioneered the method of vacuum sealing jars helping our jams and marmalades to retain their natural colour, a method now commonly used everywhere.

"The new Orbit Easy Open lid has the potential to be just as everyday life changing. The trouble is, I'm not sure that my wife needs me around the house anymore!"

Duerr's

A family brand producing jams and marmalades for 131 years
<https://duerrs.co.uk>

