

Clayton Corporation's New Patent Pending EZD System Makes Product Dispensing Fun and Easy

By Ric Berger



Clayton Corporation is excited to introduce its new Patent Pending EZD System (see Figure 1). The EZD System was created with the Marketer, Filler and Consumer in mind. Thus, flexibility and ease of use were critical elements of the design process.

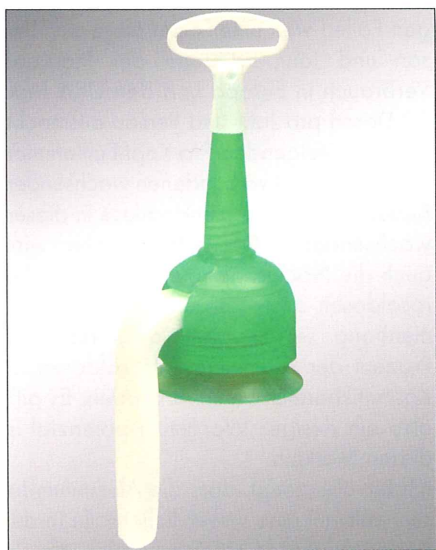


Figure 1: The EZD System

Marketers will love the new EZD System's simple, ergonomic design (See Figure 2), multiple product applications and its appealing shelf presence. Since the system is easy to use, marketers can place the system on a wide range of products directed to consumers from the young to the elderly.

Fillers like the flexibility of the design as the adaptable base unit can be used on a va-

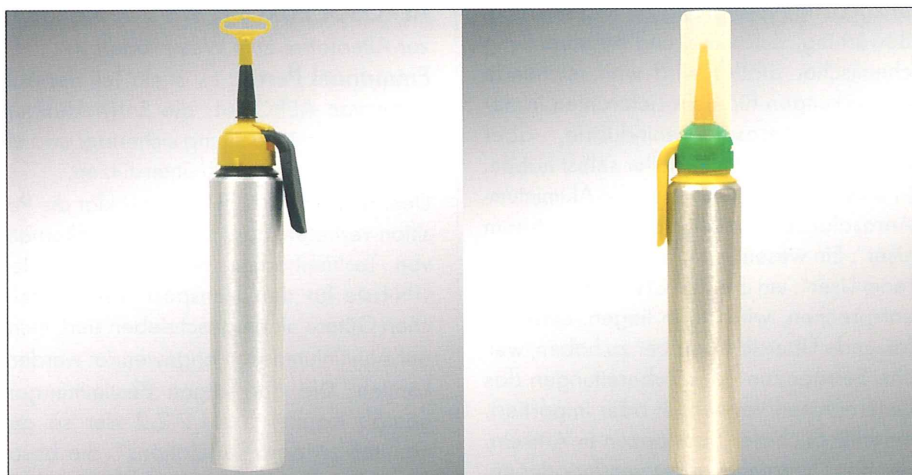


Figure 2: EZD System's ergonomic design fits smoothly to the can and provides multiple looks on the shelf

riety of products. Inventory is kept to a minimum because the EZD System's base unit doesn't change between products (See Figure 3). Production changeover time is reduced because no assembly equipment changes are required between products.

Consumers will love how easy it is to actuate the valve and control the dispensing rate in a one step product application (see Figure 4). With the EZD System, products become so simple to use, mothers can let their children prepare their own snacks or decorate cookies. If the application requires just the right dispensing rate, such as laying a bead of caulk, the consumer can adjust the dispensing rate with a simple turn of the base. Storing the product is simple as the consumer can easily clean or seal the tip.



Figure 3: EZD System, Base system remains the same while the tip can be changed to match market requirements for a particular product/application

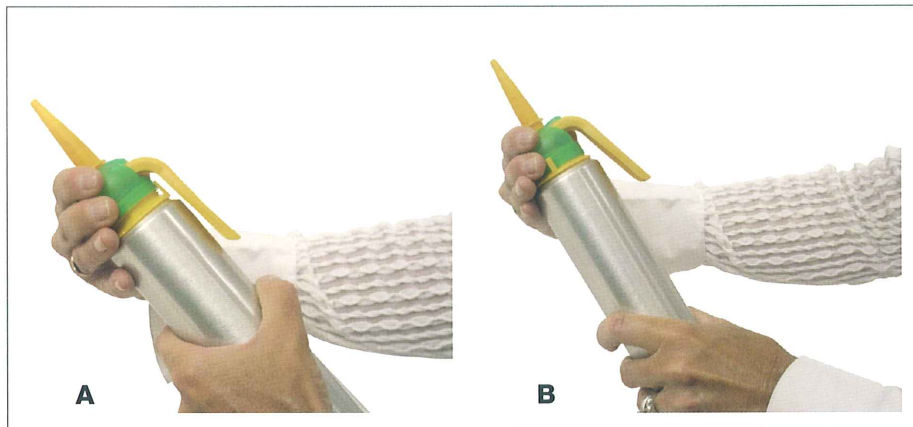


Figure 4: By rotating the dome clockwise or anticlockwise, one can increase/decrease the dispensing rate from closed to full flow. Picture A: The system is in the non-dispensing position (lever next to can). Picture B: The lever moves away from the can as the dome rotates in the clockwise direction. As you rotate the dome in the clockwise direction the dispensing rate increases.

The EZD System features:

Easy Actuation - The actuation lever is designed to reduce the force required to open the valve. The lever's shape and position allows one finger or whole hand dispensing. Because of the numerous ways the valve can be easily actuated products can be targeted to all consumers, the young, the elderly and the physically impaired.

Adjustable Flow Rate - The unique design of the EZD System allows one to vary the dispensing rate. Simply turning the dome clockwise from the starting point, one can easily adjust how fast the product is dispensed. With this feature the consumer can lay a perfect bead of silicone, spread jelly on toast, apply a hair mousse, decorate a cake and much more.

Interchangeable Dispensing Tip - Flexibility to match the dispensing tip to the

market is easily achieved with the EZD System. Thus the system can work in a wide range of market applications including cleaners (see figure 5), stain remover (see



Figure 6: Brush tip applying laundry spot remover to shirt



Figure 5: Angled dispensing tip for applying toilet bowl cleaner under rim of toilet

figure 6), hair care products (see figure 7), caulks, silicone and adhesives (see figure 8) or food (see figure 9). The base system remains the same while only the dispensing tip is changed to meet market requirements.



Figure 7: Wide/Round tip for dispensing hair gel



Figure 8: Conical tip for applying a silicone bead

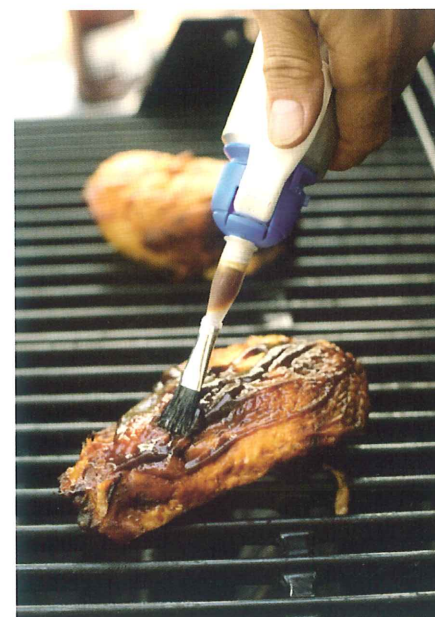


Figure 7: Brush tip applying BBQ Sauce

This flexibility also provides fillers the ability to use the system on multiple products. By changing only the dispensing tip they can change the system from dispensing a bead of caulk to applying a ribbon of adhesive. A filler of cleaning products can change the system from applying a cleaner under the rim of the toilet to dispensing foam in the shower. Thus fillers have the opportunity to use the same dispensing system on a multitude of products.

The Marketer can supply a variety of tips to the consumer allowing the same product to be dispensed in numerous product shapes such as rosettes, ribbons and beads for decorating cakes, cookies or pastries.

Easy to Clean – If a product requires the tip to be cleaned, the tip can be easily removed, cleaned and reattached. This allows the consumer to remove materials such as hardened silicone or food prior to storage and reuse.



Figure 10: Tamper evident pull-tab prevents rotation of the dome to the dispensing position prior to removal.

Sealing Tip Cap – If the product requires a cap to seal the dispensing tip between uses, the sealing tip can be used to prevent product deterioration between uses.

Tamper Evident – The EZD System provides tamper evidence via a pull-tab that must be removed prior to use (See Figure

10). The pull-tab prevents the dome from rotating to the dispensing position, until removed.

Two Size Valves Available – Two valve sizes provide the ability to dispense a wide range of product viscosities and dispensing rates.

Works with Multiple Aerosol Packages – The EZD System works with both standard and barrier aerosol cans. It can also be produced to fit a range of cans sizes and shapes.

Provides a Variety of Display Options – The tip cap allows the product to be hung on a display rack or it can be displayed on the shelf with or without an overcap.

Flexible, easy to use, multi-functional and a variety of looks make Clayton's new EZD System the dispensing system of choice.



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