

PRESS ARTICLE

November 15, 2021

Novembal launches a new sports cap, Novactive® 28, featuring a revolutionary non-spill technology powered by SmartSeal®



Novembal launched a new sports cap equipped with patented non-spill technology from SmartSeal® for on-the-go beverages – a revolutionary and unique solution for beverage producers and consumers.

With over 60 years of experience, Novembal is a leading provider and specialist in plastic cap design and injection. With three production plants in North America, Novembal supplies billions of caps every year to the packaging industry around the globe. Novembal is part of the Sidel Group, one of the three industry groups of Tetra Laval and a leading provider of solutions for the packaging industry.

The answer to consumers' demand

With a consumer rise in demand towards sustainable packaging solutions with "on-the-go" features, Novembal embarked on a deep research journey to pursue the best offering for its customers and the consumers.

As a result, Novembal signed an exclusivity agreement with SmartSeal®, a European company headquartered in Norway specializing in valve technology.

No spill, No mess! Unique – Convenient – Sustainable

The new Novactive® 28, available in various colours for 1881 and 1810 neck finishes, is equipped with a unique and patented non-spill valve from SmartSeal®. The main features distinguishing the new closure from others available in the market are:

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- Dust cap that locks at 180 degrees
- Secure seal allows pressurized contents up to 3 bar
- Upgraded Tamper-Evident band design stays attached to the cap to avoid littering
- Ultra-lightweight
- 100% spill-proof / no-mess, for on-the-go consumption

There is a high level of quality and innovative features supporting the closure life cycle from the moulding process to the recycling.

Michelle Wycoff, Director New Business Development at Novembal, mentioned: *"The new Novactive® 28 is a true game-changer for all beverage companies that want to offer a unique and differentiated solution to their consumers.*

The closure offers a comprehensive series of benefits from the moment they are on the shelf: a unique design, a variety of bright colours, and an ultra-clear closure with a dust cover. And, once the consumer experiences the 100% non-spill feature, they won't go back to the traditional sports cap! Consumers can turn the bottle upside-down, and no single drop will come out of the bottle. Combined with Novembal's extensive knowledge of the beverage market and customer service approach, our Novactive® 28 is, without a doubt, the best recipe for all beverage producers. Our objective is to have the best available technology at their fingertips".

The closure is now available in North and Latin America.

For sales inquiries, contact us at <https://www.novembal.com/en/contact-us-pag-11>





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For over 60 years, Novembal has been the specialist in plastic cap design and injection.

Our extensive knowledge of the markets, our experience and our commitment to continuous quality improvement place us among the industry leaders.

By offering our customers innovative solutions, we help them maintain and build their competitive position in the market.

Novembal is part of Sidel, one of three industry groups of Tetra Laval and, a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products. Sidel has over 170 years of experience with proven expertise in blowing, filling, labelling, material-handling, end-of-line and line-engineering solutions, including an innovative focus on the factory of tomorrow with advanced systems.

We are committed to our customers' success. When you partner with Novembal, you can be sure of solutions that optimize your product packaging, boost line performance and help you grow your business.

For more information, visit www.novembal.com



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