

RF/Sonic/Heat vs. Simpl-Seal® TECHNOLOGY



Benefits are sourced in what technology allows. Detriments come from what technology restricts.

Since the two technologies (Simpl-Seal & RF/Sonic/Heat) were developed a half-century apart, they are different. So, what does one allow and the other restrict?

Profitability (cost reductions)

- ✓ By default, Simpl-Seal uses less energy and predecessors use more. Whether savings are in the \$100s or \$1,000s, Simpl-Seal saves.
- ✓ By default, sealing changeover time is eliminated. Predecessor technology takes from 30 minutes to several hours to retool. Simpl-Seal is always ready to seal any package. The amount of worker time saved varies, but it is a savings.
- ✓ By default, no more tooling. Predecessor technology requires tooling. Simpl-Seal doesn't. So, no purchase, maintenance or storage expenses. This is a savings.
- ✓ Choices allowed with Simpl-Seal (restricted by predecessors) offer the opportunity to use less plastic without sacrificing shelf-presence. Simpl-Seal can use packaging materials that cost less.
- ✓ Based on packager choices with Simpl-Seal (restricted by predecessors), less labor is required for the sealing process. Simpl-Seal can use less packaging labor.
- ✓ There are many other savings (see Flexibility).

Production

Simpl-Seal uses immediately “catalyzed” adhesive to affect a seal. Simple! Fast! Predecessors use heat/energy extremes, coupled with pressure to affect a seal. *Extremes* and *pressure* take time to generate, apply and reset and that is called “cycle time.” The difference in production pace (immediate vs. cycle-time) regularly exceeds 5-to-1... often 10-to-1.

Options

- ✓ With Simpl-Seal, no design/seal restrictions are dictated by tooling (flange, horizontal sealing, flat-plane sealing, etc.) These restrictions are gone because the tooling is gone. This changes a designer's ability to create shelf-presence.
- ✓ Because a wide variety of plastics and thicknesses can be sealed with Simpl-Seal, predecessor restrictions are replaced with options. RPET vs. PETG; PLA vs. PVC; thinner vs. thicker; reduced flange... packaging is more cost-effective and more sustainable... without sacrificing shelf-presence or cost-effectiveness.

Quality

- ✓ UV-adhesive seals invisibly, securely and consistently. RF and Sonic have not proven they can do all three and achieve high-speed production schedules. To the consumer, this “quality” affects cost and shelf-presence... improves value.
- ✓ A low-energy seal (Simpl-Seal) cannot damage sensitive contents the way that high-energy or high-heat of predecessors can. No related risk of high returns.



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There is no clamshell or blister sealing method that exceeds Simpl-Seal's profitability, or its production potential, or its packaging options or quality. Simpl-Seal welcomes any challenge to prove these claims. (Hundreds of Simpl-Seal's customers have come from such tests.)

How is a test done? Describe your requirements and volumes to a Simpl-Seal consultant. Send samples to Partner Pak. In return, get a per-unit cost analysis and a Simpl-Seal machinery quotation that is focused on your needs.

Reality

There are thousands of RF/Sonic/Heat sealing machines. The first ones were delivered in the fifties. New ones have been assembled and delivered, this year. The process still works and many packagers are accustomed to the cost and limitations. And, it is simpler to buy another one than it is to buy a better one.

Think of a packaging department with a worn out RF machine. A production manager puts a replacement in his budget. Executives see this repeated every 6-8 years for decades, so the purchase is approved. No explanation. No need to defend it. No retraining of workers. No changes of any kind. Easy.

Now think of that same worn out RF machine, but the production manager asks for new technology and identifies the budget for it (less than a replacement). What is this? Why is it needed? What is UV? Are you sure? Have you tested it? Who else is doing this? Will our packages look different? Not easy.

True, Simpl-Seal's default and optional benefits predict technical doom for its predecessors, but the sole undecided issue in the battle for clamshell and blister packaging is the word "easy." How easy is it to opt for Simpl-Seal? How easy is it to stay with predecessors?

The majority of Simpl-Seal customers involve executives in the test and evaluation steps. Evaluation convinces and informs everyone involved. Now, when new technology is requested, experienced people from the production floor and the board room support new methods instead of questioning them. Questions and doubts are minimized.

Fact: As a rule, Simpl-Seal has a lower purchase cost than predecessors.

Fact: As a rule, Simpl-Seal has lower cost consumables than predecessors.

Fact: As a rule, Simpl-Seal packaging materials cost less than predecessors.

Fact: As a rule, Simpl-Seal packaging labor costs less than predecessors.

Fact: As a rule, Simpl-Seal regular maintenance costs less than predecessors.