****

**Aptar Closures Targets Reusable Beverage Containers Market with Unique Flow Control Valve-Retaining Ring Combination**

***Offering hygienic durablility, company’s SureSnap solution provides leak-free dispensing for reusable hydration devices.***

*Crystal Lake, IL* – **Aptar Closures**, an industry leader in dispensing solutions for over 50 years, is targeting the growing reusable beverage containers market with its unique flow control valve and retaining ring combination system. Distinguished by contactless, leak-free dispensing, Aptar’s **SureSnap two-in-one pre-assembled valve and retaining ring** is an attractive option for reusable beverage container brand owners – including those offering water bottles, thermoses and children’s sip cups – seeking to differentiate themselves in an increasingly crowded market.

In consumer packaging, "Three R's" - reduce, reuse, and recycle, are commonly deployed strategies to reduce waste and conserve resources. While there is a heavy focus today on recyclability and material reduction in the consumer beverage market, Aptar's SureSnap addresses the “Third R” - reuse, an area long ripe for innovation in reusable beverage containers. This category historically utilizes underperforming or insufficiently robust closures. For example, conventional push-pull closures typically require fingers or teeth to open and shut; in addition to potentially compromised hygiene and safety, this approach can allow fluid leakage or foreign particle ingress when the closure is left in the open position.

By contrast, SureSnap’s flow control valve, known as **SimpliSqueeze®**, opens with a normal squeeze and reliably closes when that squeeze is released. No contact with the closure itself is necessary, and the potential for unintentional dispensing or foreign particle ingress is substantially mitigated. In addition, the valve offers a steady dispensing stream and clean cutoff, allowing users to keep their mouths separate from the bottle, increasing both ease of use and hygiene.

Notably, Aptar Closures’ SureSnap valve-based system can be applied to reusable beverage containers with integrated or removable straws. The system reliably seals the container, preventing spills and protecting against foreign particle ingress even when the straw is removed.

SureSnap features a high-quality elastomeric valve combined with a polyolefin retaining ring; it is available in a range of sizes, opening pressures, and flow rates to suit a broad range of containers, products, and customer needs. All valves are phthalate and BPA-free and are molded from food-grade materials. SureSnap can withstand thousands of cycles without failure, making it an ideal solution for multi-use, reusable applications. Its high durability also makes it great for both hot and cold beverages as well as dishwasher-safe or microwave-safe applications.

For reusable beverage container manufacturers, another key advantage of SureSnap is its **“snap & go” assembly**. The preassembled valve and retaining ring system offers a fast, efficient assembly process with a simple mechanical snap-fit, streamlining the assembly process for any reusable beverage container designed to be compatible with it. Unlike traditional three-piece assembly of silicone or rubber alternatives, SureSnap eliminates the need for specialized equipment and expertise in flexible part handling and assembly, reducing production time, complexity, and improving quality. Additionally, its small minimum order quantities and short lead times make it an ideal option for companies seeking smaller volume applications and speed to market.

“SureSnap addresses one of the more overlooked categories in the sustainability movement: reusability,” said Arthur Lenoir, Director Global Sales and Marketing EFC for Aptar Closures. “As we advance toward a more circular economy, durable, high-performance solutions are essential. SureSnap’s functionality, hygiene benefits, and durability make it ideal for the reusable beverage containers market, from water bottles and thermoses to children’s sip cups.”

For more information on SureSnap, visit: <https://aptar.com/closures/suresnap-pre-assembled-dispensing-valve/>

# # #

**About Aptar Closures**

Aptar Closures is part of AptarGroup, Inc., a global leader in drug and consumer product dosing, dispensing and protection technologies. Aptar serves several attractive end markets including pharmaceutical, beauty, food, beverage, personal care and home care. Using market expertise, proprietary design, engineering and science to create innovative solutions for many of the world’s leading brands, Aptar in turn makes a meaningful difference in the lives, looks, health and homes of millions of patients and consumers around the world. Aptar is headquartered in Crystal Lake, Illinois and has 13,000 dedicated employees in 20 countries. For more information, visit [www.aptar.com/closures.](https://aptar.com/closures/flow-control/)

**Media Contact:**

Hannah Maine, Digital Content Marketing Specialist

Aptar Closures

+1 828-568-2508

Caitlin Bishop

Turchette Agency

+1 973-227-8080 ext. 129