

Websites Work Wonders

TWO ENTREPRENEURS USED THE INTERNET TO FIND THE BRIDGE
FROM MANUAL TO AUTOMATED PACKAGING.

BY SEAN RILEY

For years, two lifelong friends, Russ Wall and Jeff Lindauer, visited a virgin spring on Lindauer's father's property. It was while drinking from the spring in the Northern Colorado Rocky Mountains that the pair came up with the idea to share the water with the world via craft-distilled spirits. Once the Spring44 brand was established and sales began to increase, Wall explains how the company searched for and found a turnkey packaging line to meet the Loveland, Colo.-based company's growing operation.

Challenge: Moving a start-up business from hand bottling to a full-fledged packaging line.

Solution: Using the internet to find packaging companies offering complete turnkey lines.



Accutek offered a complete turnkey solution for Spring44.

"Spring44's history, products and namesake all began with pure Colorado Rocky Mountain Artesian Spring Water. Deep in the Buckhorn Canyon

of the Rocky Mountains, a pristine island of wilderness is home to an artesian mountain spring where some of the world's purest water bubbles up to the surface. You can drink that fresh, fortifying, glacial water—which is purified by the earth and uncontaminated by municipal water supplies—straight from the ground, and that's just what Jeff Lindauer and myself were doing when we decided we wanted to share Spring44 with the world.

It was that single source of inspiration and our desire to share, that has allowed us to grow into the company we are today. While pristine water may be the soul of our spirits, Spring44's unique virgin coconut carbon filtration and proprietary blend of American grown grain also assist in producing fine domestic vodkas

and gin.

Once we perfected the Spring44 product, we needed a way to get it in a

bottle. Initially we were hand bottling before we hired third party bottlers to package the product. As our output grew, we needed a line that could fill, cap, heat shrink safety seal/capsule and label.

That is when we approached Accutek Packaging, Vista, Calif., for assistance after some online investigating. We explained that Spring44 was looking for a complete, cost effective bottling solution that would allow us to automatically and efficiently fill, cap and seal our containers. Accutek informed us that normally this would be a relatively straightforward setup. Our situation was a bit different, however, due to the design of our caps.

Spring44 bottles utilize a Bar-Top style cap. A Bar-Top cap is really a reusable cork or plug designed for bartenders to be able to reseal a rigid container. The Bar-Top's unique shape and materials can make them difficult to automatically sort and mechanically place onto containers. Automatic solutions for this style cap are usually limited to rotary monoblock systems, which fell outside the cost we were looking to spend on capital equipment. Most

manufacturers offer semi-automatic machines that will press the plug down on the container but they require someone to first place the cap onto

modifications, this machine proved to be the perfect bottle capper for our needs. AccuSnap cappers are continuous motion machines that replace the

tedious work of manually pressing and/or placing of snap caps. They also prevent costly spills by removing human error from this process. This capping system was combined with an Accutek Automatic Pressure Overflow Filler (APOF). The APOF machines compensate for minor changes and variations that can occur in containers, allowing for a uniform fill level. Accutek finished off the line with an APS 106 automatic pressure sensitive labeler, a Phase Fire 400 Series heat tunnel, two Accuturn turntables and a fully integrated conveyor system.

Accutek was the first company we approached about this project and they not only met our needs, but exceeded them.

The entire process of choosing and installing a turnkey system only took three months and Accutek had us fully trained in one four-hour session." **PMT**

Russ Wall
Co-Founder and CMO
Spring44 Spirits



The Bar-Top style cap on Spring44 spirits bottles were not an issue for Accutek engineers.

the lip before the plugging process. We soon found out that Accutek isn't most manufacturers and had a cost effective inline automatic solution that would remove the tedious hand placing process. Accutek Packaging chose its Auto AccuSnap system with the plunger applicator for this project. With minimal