



turchette advertising agency

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# news release

client: **James Alexander**

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## **James Alexander Adds Color to Its**

### **Plastic Ampoule Product Line**

**BLAIRSTOWN, NJ-** James Alexander Corporation has added the ability to color its unit dose Plastic Ampoule package. “While our earliest versions of the Plastic Ampoule were offered only in the natural shade of our polyethylene and polypropylene blends, we now have the capability to color the Plastic Ampoule to match any Pantone Matching System® (PMS) color,” explained JAC President Francesca Fazzolari.

James Alexander Corporation’s patented Plastic Ampoule (U.S. patent numbers 6,379,069 and 6,641,319) is an innovative unit dose package designed to eliminate the inconvenience of having to tear or cut the top of the package in order to dispense the contents. The Plastic Ampoule allows the user to activate the package with a gentle squeeze of one hand, rupturing the patented internal membrane. Another gentle squeeze then dispenses the contents onto the applicator tip. The rate and flow of the liquid is easily controlled by the user.

“Many of our customers had inquired about the ability to add color to our Plastic Ampoule. In some cases, the color can help protect the product by reducing light exposure; in other cases, a colored Plastic Ampoule accentuates the appearance of the product by providing a contrasting color background. In most cases, however, customers simply want to offer a more appealing and attractive package by adding color.”

“Since we now have the capability of offering three color print with oriented text and a logo, we can now work with our customers in a creative way to develop a stunning color scheme that accentuates the package appeal.”

Recognized for its innovations in glass ampoule packaging and its development of a revolutionary single-use plastic delivery system for contract packaging applications, James Alexander packages products that have applications in such industries as pharmaceutical, first

**aid, retail, cosmetics and toiletries, diagnostics, dental, veterinary, health and beauty aids, spa products, fragrances, industrial lubricants and solvents, and much more.**

**For more information on James Alexander's unique glass and plastic ampoules and their broad range of applications, contact the company at 845 Route 94, Blairstown, New Jersey 07825; phone (908) 362-9266; fax (908) 362-5019; or visit their Web site at [www.james-alexander.com](http://www.james-alexander.com).**