

## The long, hard life of a Southwest Endseal.

### What qualities do you look for in an endseal?

Most packagers seek two things above all. The seal must release the film readily and damage-free. And it must have great durability and hardness, performing extremely well even when subjected to all sorts of stressful conditions. At stake is nothing less than the efficiency and profitability of your sealing operations.

At Southwest Endseals, we offer the ultimate answer to both challenges. The secret is in a proprietary technology we call CPP, or "Composite Plating Process."

### How is CPP produced?

In a two-step process, we evenly deposit a coating of polymer and dry lubricant along the seal to a tolerance of less than .0002 inches. Under intense heat, the coating becomes part of the base metal and will not chip or peel off. (See Figure 1.) Variations of this coating can be applied to a variety of metals, including steel, stainless steel, aluminum, brass, and bronze.

### CPP: The answer for anti-stick.

What gives our sealing jaws their "anti-stick" powers? The CPP coating, which has one of the lowest coefficient-of-friction ratios known. The coating complies with USDA and FDA regulations and works beautifully with both polyethylene and polypropylene films. To top it off, its anti-stick properties make clean-up a breeze. And unlike Teflon coatings, CPP coatings won't flake off.

Jim Dailey, maintenance manager of Sara Lee Coffee & Tea Co. in Hayward, California, has used Southwest Endseals CPP technology for about five years. "It works great – far better than anything else we've tried. We just don't experience problems with CPP."

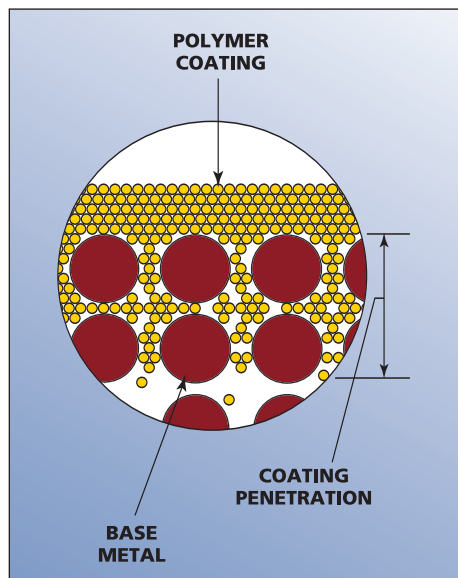


Figure 1. CPP Penetration

### CPP: The answer for hardness.

Hardness is the key to extending the life-cycle of your endseals. But hardness is not an inherent property of any material. As shown in the Rockwell "C" scale below, our CPP coating substantially exceeds the hardness of even heat-treated tool steel. In fact, our CPP coating is one of the few substances on the planet that test as high as RC 70.

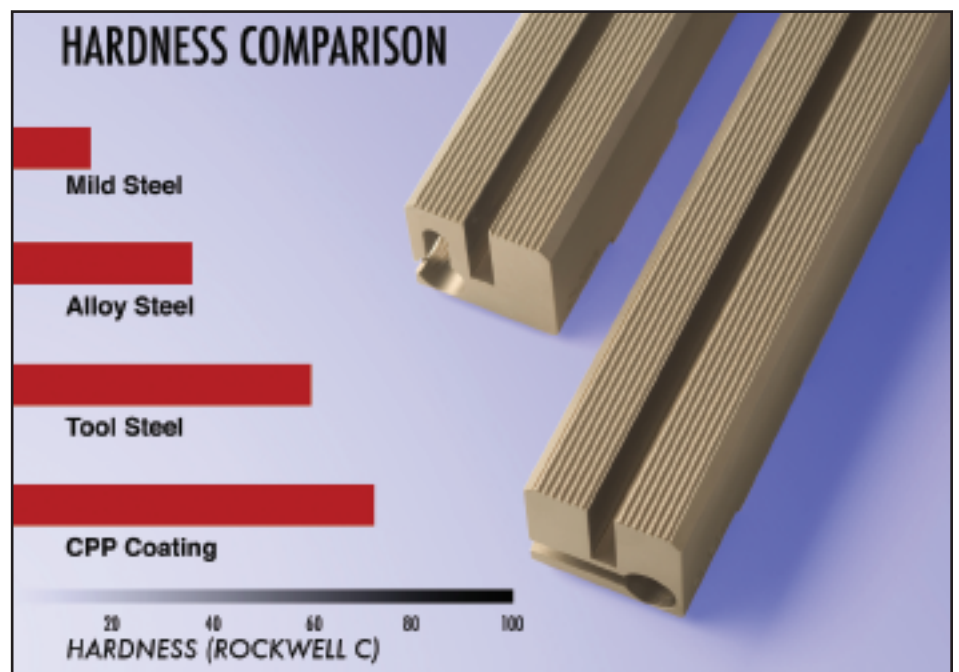
### CPP: The answer for corrosion resistance.

Southwest Endseals' CPP coating offers excellent corrosion resistance, especially important in corrosive packaging applications. Our process also provides a surface that will not flake, chip, or peel off. The dense, non-porous coating prevents mold and bacteria build-up and does not contaminate your packaged product.

Want to know more about CPP? Give us a call. We'd be glad to discuss your specific sealing needs.



**Come see us at Pack Expo.**  
**Booth #S-2085**  
**November 7-11, 2004**  
**Chicago, McCormick Place**



## Ask Southwest Endseals

**H**ow do I clean sealing jaws that have a CPP coating?

**W**e recommend using a soft bristle brush or Scotch-Brite pad (the less abrasive, the better). One of the unique things about the CPP coating is that it is impregnated in the base metal. That means the coating won't chip, flake, or peel off.

**M**y company spends thousands of dollars each year on Teflon tape. Is there an alternative solution?

**Y**es. Our customers are able to eliminate the cost and downtime associated with Teflon tape by choosing our non-stick CPP coating. Of the two, the CPP coating offers superior release characteristics.