



**MJS** PACKAGING

## A Fresh Take on a Favorite Beverage



### About Our Customer

Halo Infusions produces Pure & Simple, an all-natural, cannabis-infused beverage.

### Objective

To maintain freshness, the product was originally sold frozen in 8oz PET bottles for its first ten years in the market. Halo Infusions wanted to grow distribution and accessibility of the product, so they changed the processing and storage methods to allow Pure & Simple to be shelf stable.

### Challenges

The shift in formulation mandated the product be hot filled, and our customer wanted to use a glass bottle. Due to the nature of the ingredients, they needed a child resistant closure with a specific liner to make the plastic closure compatible with glass.

### Solution

Our team collaborated with Halo Infusions to develop a new package that withstood their various stress tests. The product is now packaged in an 8oz. flint Boston round bottle, topped off by a CRC with a foam liner. This overall change in approach to how the product is produced and packaged has opened doors for increased distribution.

*“MJS Packaging was able to provide answers to all our questions about our specific closure needs, providing guidance on the threads, advising on what liner was needed to handle the heat, and then diligently sourcing that liner.”*

Liz Crump  
Product Development Mgr.  
Halo Infusions

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