

CONSUMERS FLIP OVER TIP CLIP



Betterbilt Chemical develops handy solution for clogged aerosol tips, offers choice in spray pattern.

The Tip Clip, from Betterbilt Chemical, a division of The Starco Group, helps solve one of the largest and longest standing problems in the aerosol paint, coating and adhesive business: “tip clogging.”

Invented by Starco Group Principal & Co-owner Ross Sklar, the patent pending and trademarked Tip Clip is a simple, inexpensive and comprehensive solution to the tip-clogging problem. According to Sklar, tip clogging frustrates consumers and results in product returns of approximately 2-8%.

“Some consumers know that if you invert an aerosol can and press the tip, one can flush out/clean the tip (in most cases),” explained Sklar. “However, after two or three flushes, the tip starts to become lined with residue that reduces the product’s performance and ultimately changes the spray pattern or results in the product spurting. Also, inverting the can and flushing the tip reduces the amount of propellant in the can, which results in the consumer not being able to fully empty the contents of the can, thus risking another return to the manufacturer.”

The Tip Clip engages consumers and allows them a choice in spray pattern and product performance, similar to a painting contractor being able to choose the tip on a spray gun. This has touched a nerve with customers, said Sklar, and has built consumer loyalty and enhanced interest in the products that offer the Tip Clip. For marketers, it adds esthetic uniqueness at a time when it’s tougher than ever to gain notice on store shelves.

According to Sklar, consumer response has been positive.

“Retail buyers see it as a huge value to offer customers. The six free tips and ‘no tip clogging’ aspect allow

marketers to differentiate themselves, beat competition, turn product and solve the issue of product returns.”

Currently, the Tip Clip is only available on the Betterbilt line; however, The Starco Group is looking to make it available to other marketers, either via license or partnership.

The Starco Group is a diversified chemical manufacturing conglomerate with a focus on industrial, commercial and consumer products. It operates aerosol and liquid fill manufacturing with a focus in the automotive, coatings and sealers, adhesives, janitorial, shoe and fabric care, plumbing and personal care channels. It’s made up of three business units: Four Star Chemical, Betterbilt Chemical and SEI Chemical. SPRAY



The Tip Clip fits directly inside over-caps or over stacker caps. It comes by itself or can be molded as one piece directly into over-caps. Pictured, the Betterbilt line of aerosol products utilizes the Tip Clip over stacker caps and is then shrink-sleeved. The Tip Clip can hold any desired standard tip; for example, Betterbilt Perma Seal comes with a clip consisting of three fan tips and three cone tips.