



CHOICE-ENABLED PACKAGING

BY

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PROLIFERATION OF VARIETIES

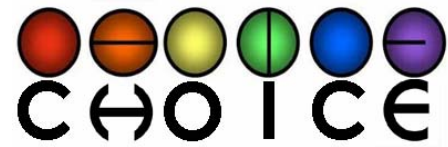


PROBLEM

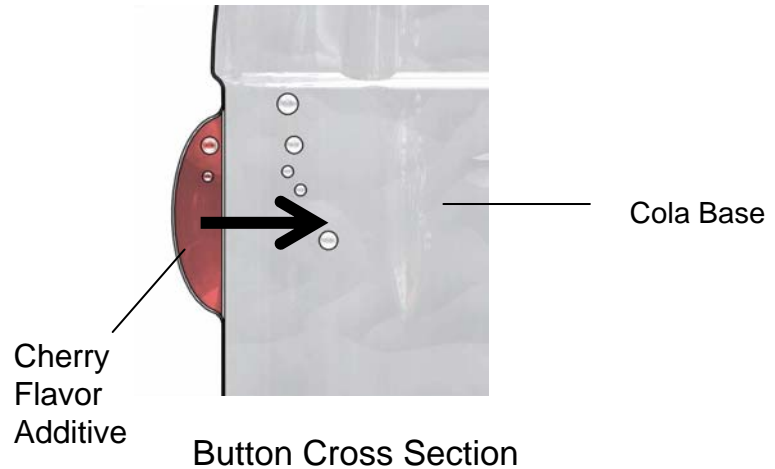
Consumer demand for variety within a product line has generated a proliferation of liquid products with combinations of flavors, fragrances and other ingredients.

SOLUTION

CHOICE-ENABLED™ PACKAGING WITH IPIFINI's
PROGRAMMABLE LIQUID CONTAINER™



IPIFINI's PROGRAMMABLE LIQUID CONTAINERS™



6 BUTTONS= 64 VARIETIES





WORKING PROTOTYPE: CHOICE-ENABLED SOFT DRINK BOTTLE

**6 Buttons
64 Combinations**

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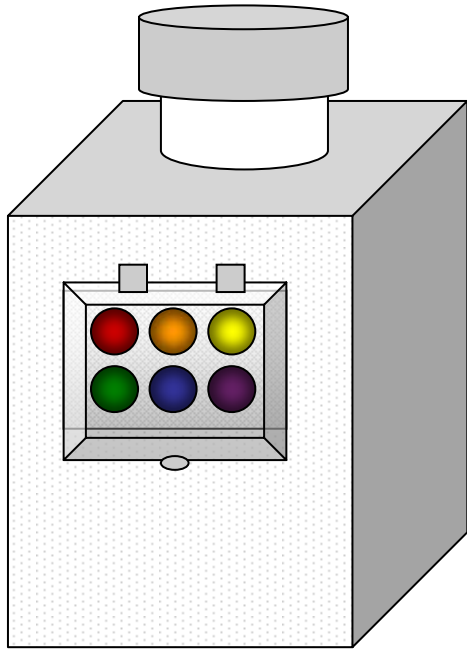


WORKING PROTOTYPE



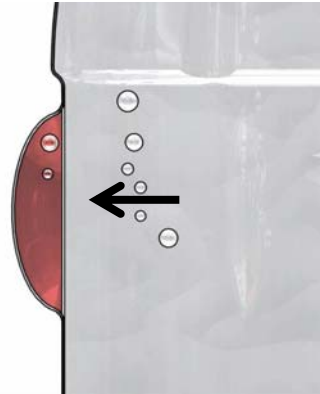
Button pressure injects and mixes flavor

TAMPER RESISTANT PROGRAMMABLE LIQUID CONTAINER



Secured

OR



Back pressure from carbonated, or otherwise pressured containers, makes the buttons difficult to depress, prior to opening.

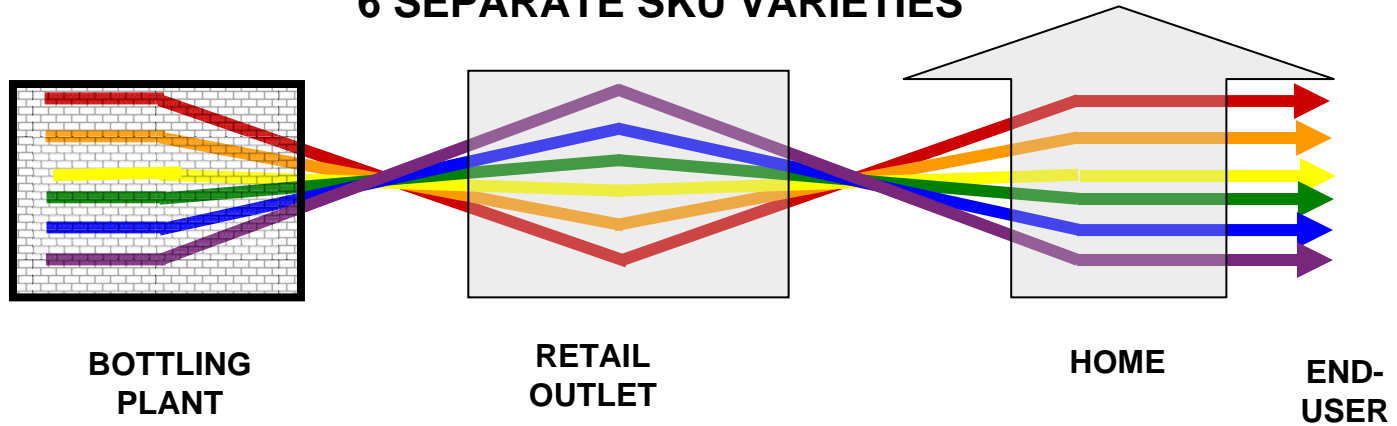
ADVANTAGES OF CHOICE-ENABLED PACKAGING

- ▶ Product supply chain dramatically simplified
 - Single manufacturing line replaces many
 - Distribution simplified
 - Retail shelf space/stocking problems reduced
 - Shopping for a household is simplified
- ▶ Advertising one product, instead of diluting message among many varieties
- ▶ Allows unstable components (e.g. vitamins) to be freshly mixed
- ▶ Allows marketer to offer more varieties
- ▶ Huge appeal to youth market
- ▶ Allows customer explore new combinations
- ▶ Visually attractive designs

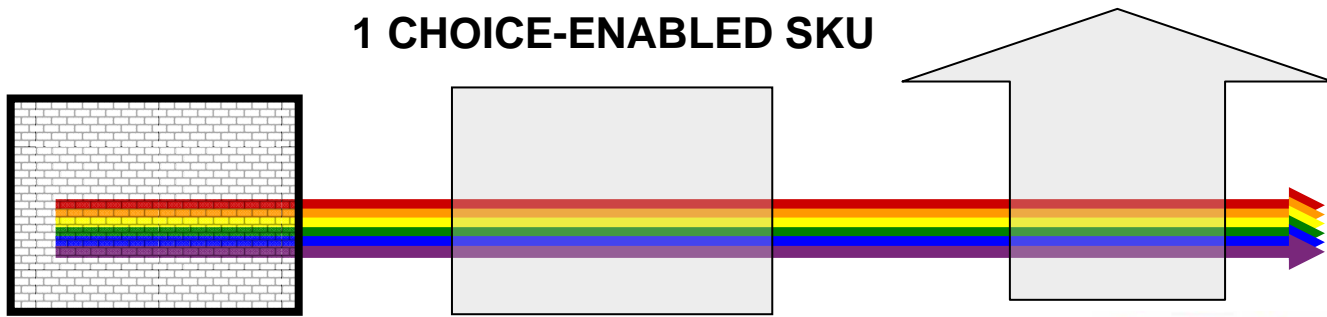


SIMPLIFIED SUPPLY CHAIN

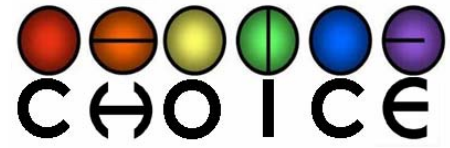
6 SEPARATE SKU VARIETIES



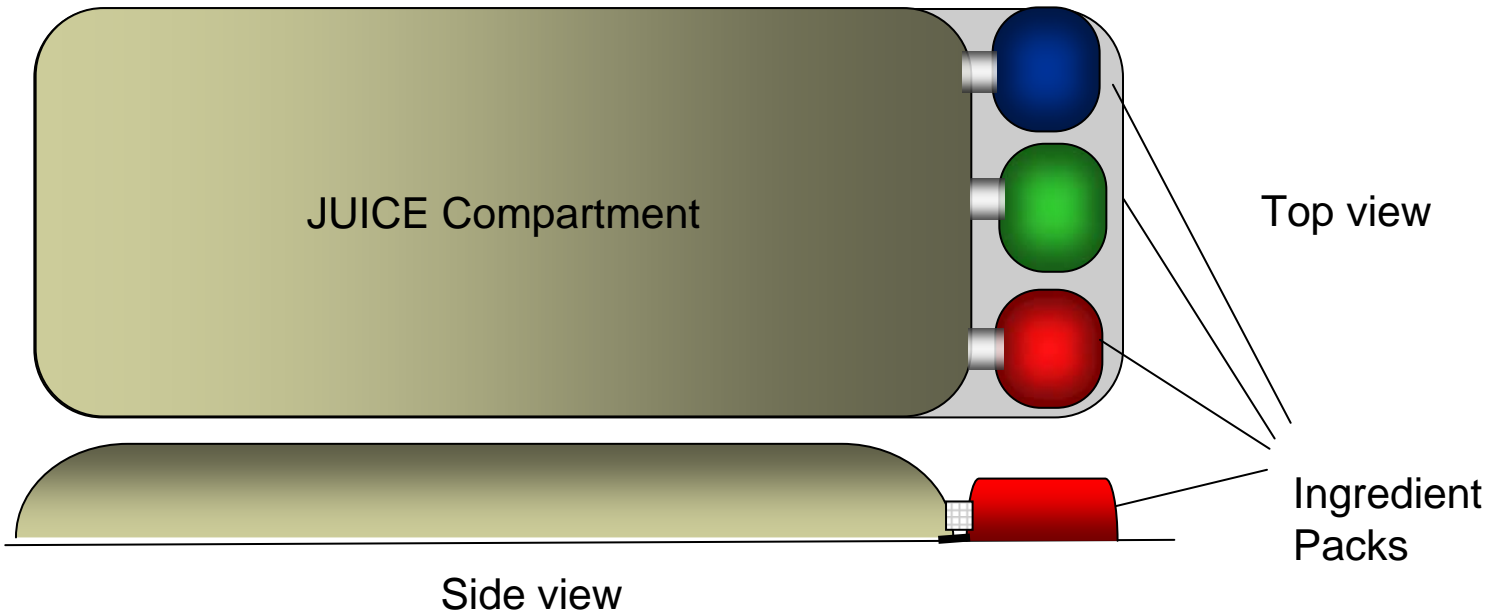
1 CHOICE-ENABLED SKU



PROGRAMMABLE BEVERAGE CAN



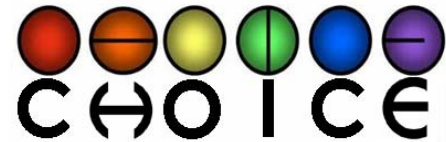
PROGRAMMABLE JUICE POUCHES or IV Bags



CHOICE-ENABLED PERFUME



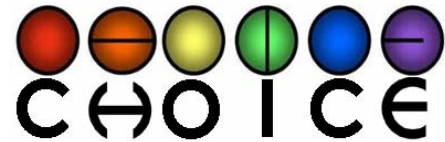
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CHOICE-ENABLED HOUSE PAINT CAN



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MAJOR APPLICATIONS

PRODUCTS

- ▶ Beverages
 - Soft Drinks
 - Waters
 - Juices
 - Alcoholic Drinks
 - Energy Drinks/Nutriceuticals
 - Coffee and Tea
- ▶ Liquid foods (soup, yogurt, cereals, sauces, dressings, condiments)
- ▶ Cosmetics
- ▶ Paints
- ▶ Perfume
- ▶ Surface Care
- ▶ Research Solutions
- ▶ Petrochemicals

CONTAINER TYPES

- ▶ Bottle
- ▶ Aerosol Spray Can
- ▶ Spray Bottle
- ▶ Jar
- ▶ Bowl
- ▶ Cup
- ▶ Beverage Box ("juice box") style
- ▶ Juice Pouch
- ▶ Carton
- ▶ I.V. bag



IPIFINI's PROGRAMMABLE LIQUID CONTAINER INTELLECTUAL PROPERTY

- ▶ Robust 100 page utility patent application (provisional, updated PCT)
 - ▶ ~18 Container types disclosed
 - ▶ ~40 Additive chamber/release mechanism designs
 - ▶ ~Applied to 70 Base liquid categories
 - ▶ ~100's of additive types
 - ▶ Methods of manufacture
- ▶ Follow-on Separate Patent Application
- ▶ Design Patent Application
- ▶ Trademarks
- ▶ Licensing early to market segment leaders



WHO'S TALKING ABOUT IT

TRADES JOURNALS

- ▶ Beverage Industry Magazine
- ▶ PIRA.net Dec. and May 2006
- ▶ Mass High Tech News
- ▶ Plástico Industrial, Brazil
- ▶ Packing Management Update
- ▶ Pack aktuell (Switzerland)

CONFERENCES

- ▶ Smart Packaging in Sweden, April 2006
- ▶ Innovation, Belgium, April 2006
- ▶ PIRA PET Bottling Conference June 2006, Chicago
- ▶ Congress on the Future of Engineering Software, April 2006, Arizona
- ▶ Beverage Forum, Waldorf =Astoria, NYC, May 2006

TV, RADIO and Print

- ▶ New York Post
- ▶ Boston Herald
- ▶ Sweet 16 Magazine
- ▶ MetroWest Daily News (Boston)
- ▶ XM Satellite Radio
- ▶ WBZ News Radio (Boston)
- ▶ New Radio (Australia)
- ▶ MAXIM Magazine (US and Germany)
- ▶ Discovery Channel (Argentina)
- ▶ Metro Newspaper (Belgium)
- ▶ EL NORTE newspaper (Mexico)
- ▶ QUO Magazine (Spain)
- ▶ Next Magazine (Taiwan)

WEBSITES

- Engadget.com
- Technovelgy.com
- HIP2B2
- chaoselbows.com
- gadgetell.com
- impactlab.com
- futures-lab.co
- threeminds.organic.com
- yankodesign.com
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