



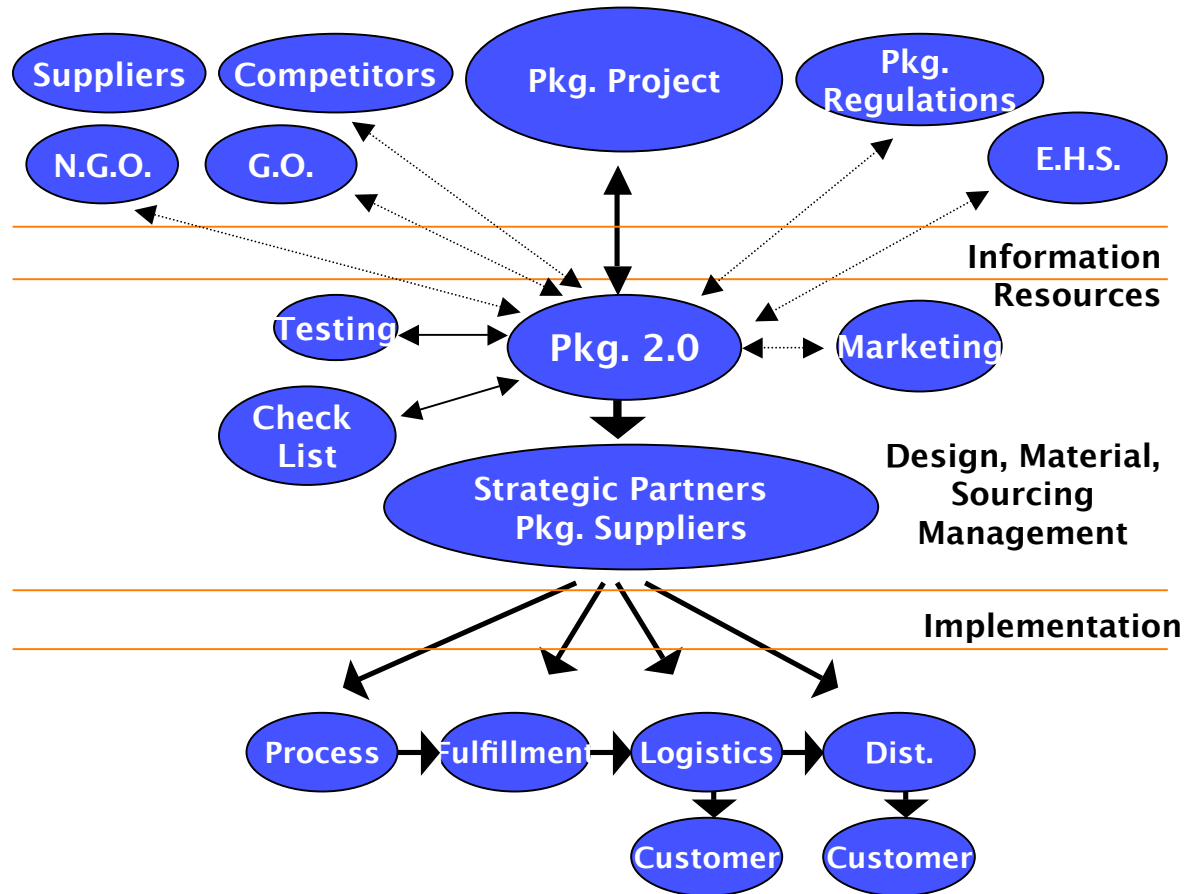
PACKAGING**2.0**

Meeting Sustainability Goals Using Thermoformed Packaging

November 2005

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Packaging 2.0 Process Model



For more information reference: www.packaging2.com

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Company Background

Thermoformed Substitutes for Traditional Packaging Materials

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Eliminate Materials...



Bag / Foam / Box



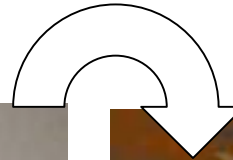
ESD-PET Clamshells

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Simplify Materials...



Foil Laminated Bags



ESD-PET Clamshells

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Weight Reduction...



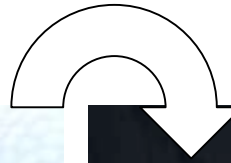
Injection Molding



Precision Trays

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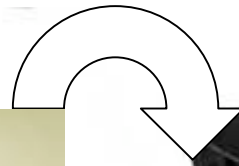
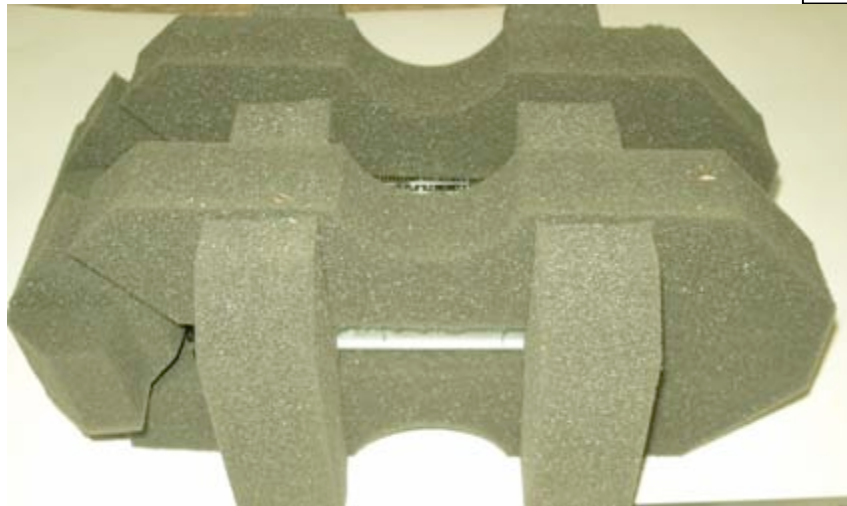
Recycled Content...



R-HDPE Retail Packaging

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Foam Replacement...



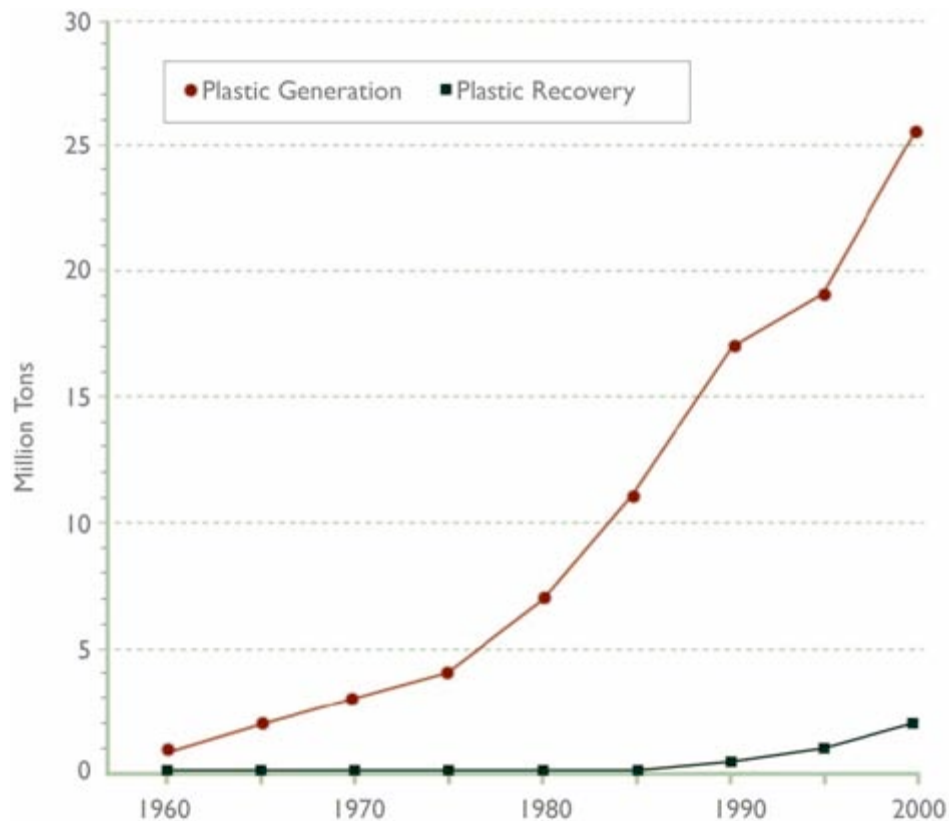
GEOSPRING[®]

Thermoformed
Fragility Packaging

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Plastic Packaging/Environment

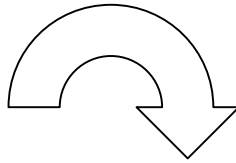
Plastic packing recycling has stagnated in the US to approximately 5 percent of the total amount sold



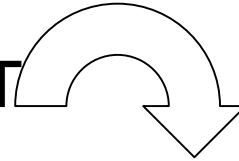
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Thermoformed Plastic Packaging

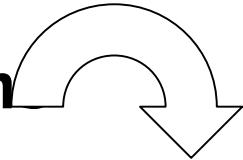
Innovative Designs



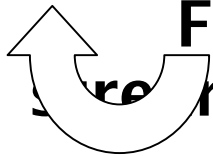
Standardize Materials: HDPE and PET



Pull plastic bottles from recycling stream



Feed both open and closed loop recycling



streams

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Got Milk?



Before



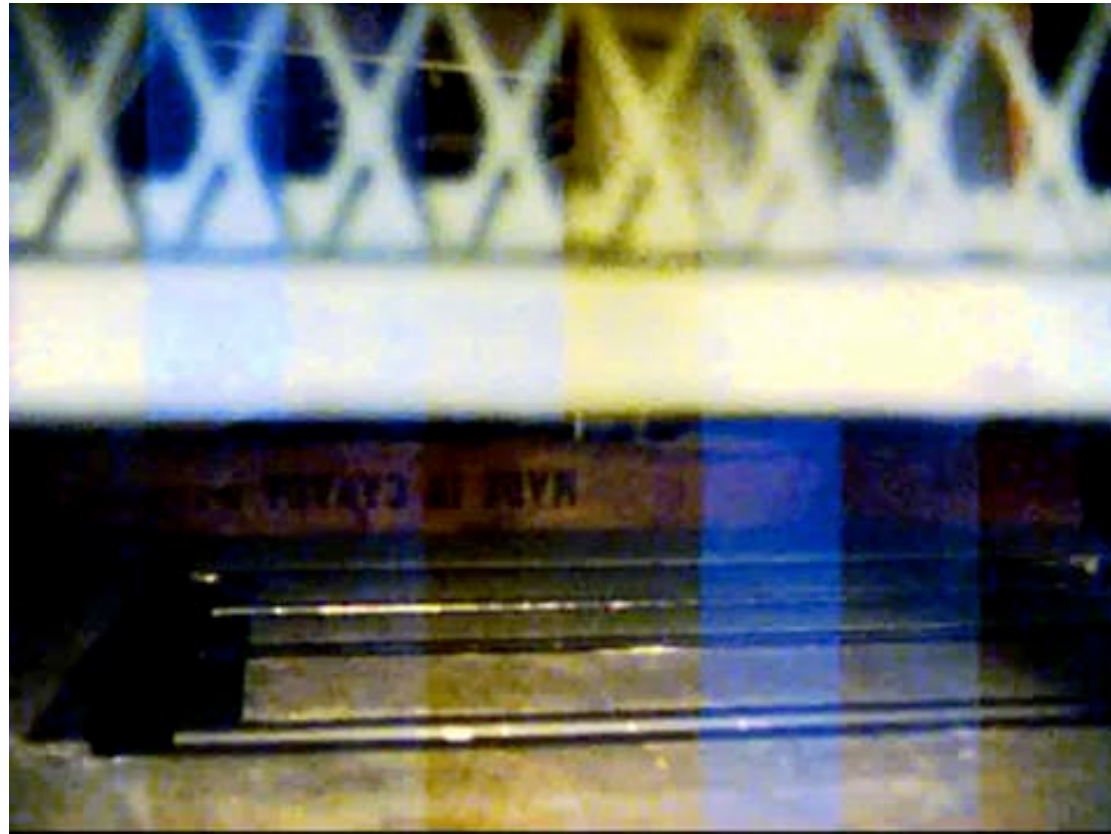
After



Before and After

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GEOSPRING[®] Thermoformed Fragility Packaging



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Open Materials Loop ...



GeoSpring® is a trade mark of Packaging Plus LLC

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3R U-PAD™ Packaging System



U-PAD™ is a trade mark of Packaging Plus LLC

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Reduce, Return, Reuse...

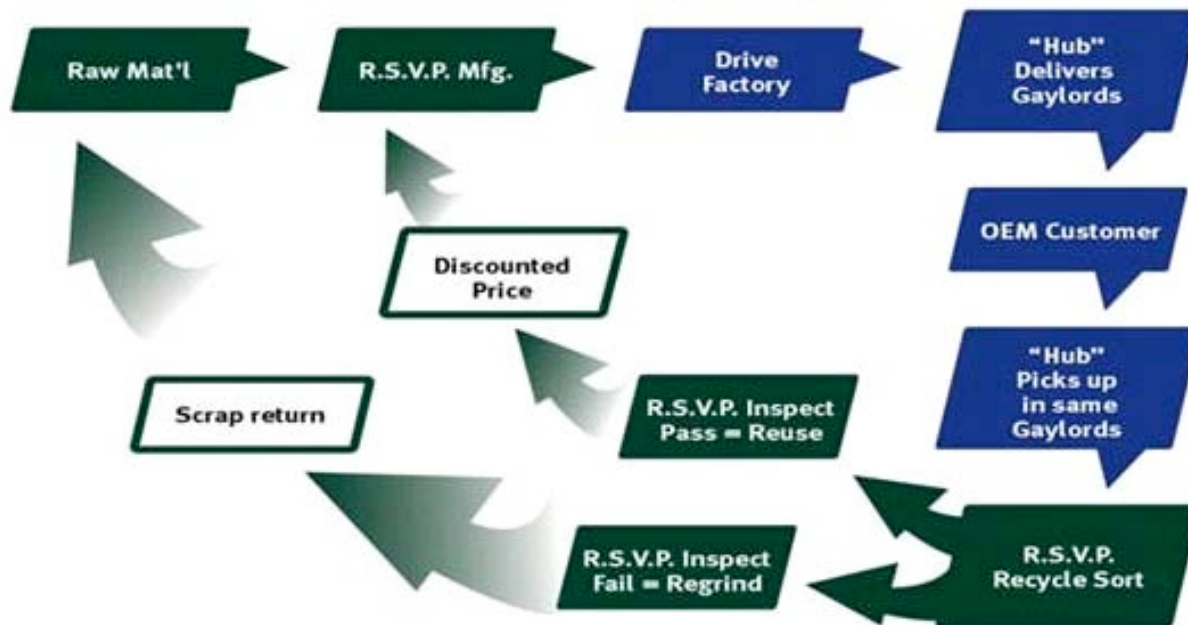


U-PAD™ is a trade mark of Packaging Plus LLC

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Closed Materials Loop

...



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Over 500 Million Hard Drives Packed!



**Foam inserts for 5,000
1.0" Hard Disk Drives**



**GeoSpring® inserts for 5,000
1.0" Hard Disk Drives**

PACKAGING 2.0

SMARTCYCLE™ packaging



Made from Bottles



PACKAGING 2.0

Distinctive Package Marking

2.5 million plastic bottles thrown away every hour in America



4.3 Billion Lbs. of PET bottles available for recycling in 2003
20% US recycling rate for PET bottles and jars

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Open Materials Loop ...



SmartCycle™ is a trade mark of Packaging 2.0 LLC

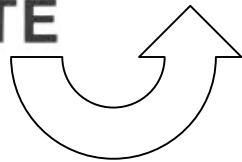
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Thermoformed Packaging



PETE

Good clarity for product display

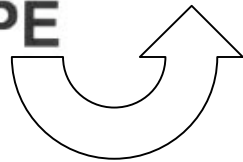


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HDPE



Good product protection

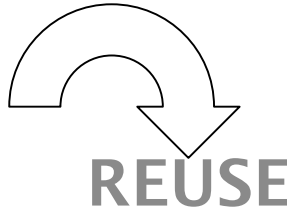
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Excellent Environmental Choice!

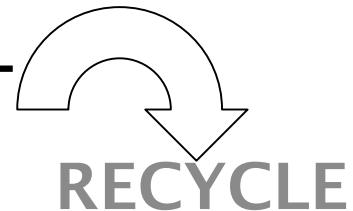
Light Weight



High Strength to Weight

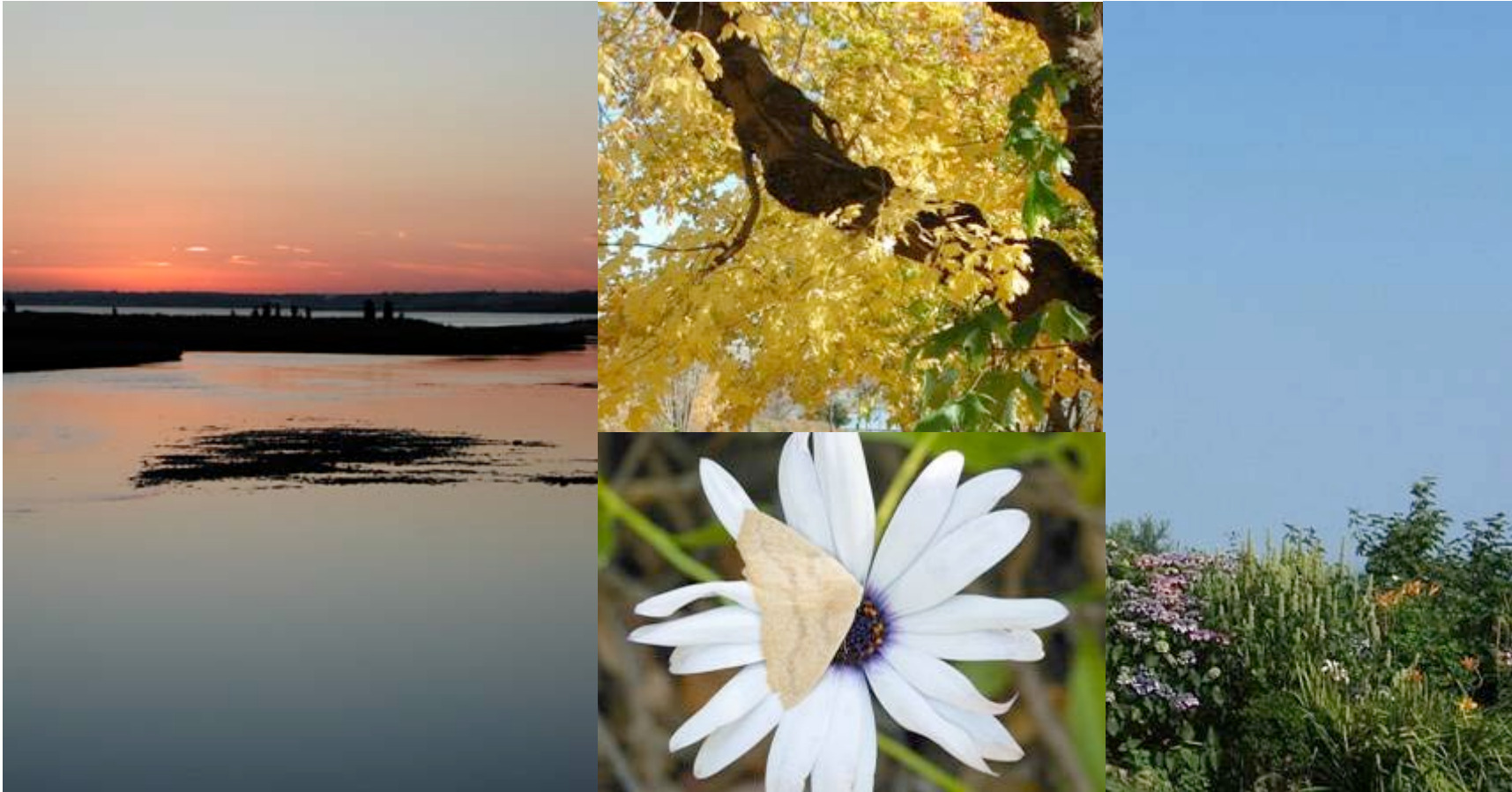


HDPE and PET



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Environmental Benefits



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