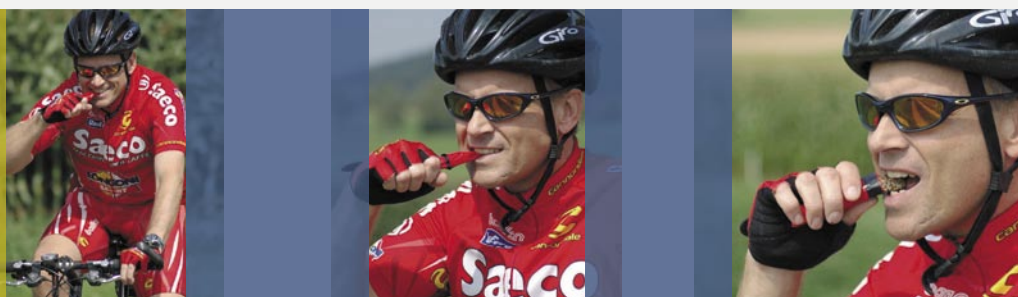


# Pull Pack – another step towards convenience

Sigpack Systems is developing “Pull Pack” – an innovative opening mechanism for a widely used and well established style of packaging. A prototype is already under construction.





Quick, clean and simple  
– that's how the bikerider  
enjoys his bar

Imagine that right now you're reading a good book or riding your bicycle. You're dying of hunger. You'd love to have a bite of your favorite bar. But how can you unwrap the bar easily and quickly – with one hand and without touching the product? An illusion? No, because with Pull Pack "convenience dreams" come true!

#### Simple to open

In contrast to the opening aids in regular use today such as tear tape, perforations, zig-zag cuts, etc., Pull Pack can be opened easily and in a controlled manner. You hold the product in one hand and use your other hand or your teeth to pull on the seal fin along the shorter edge of the packaging. The product with its packaging sits firmly in your hand and immediately the bar is ready to eat. And you can do it under any circumstances.

#### New marketing possibilities

The controlled opening of the pack and the clearly defined pulled off section of the packaging opens up all sorts of possibilities for marketing. For example, the pull-off section of the packaging could be used as an object to collect for a competition. It could also be used in a co-sponsoring project for advertising the 2006 World Soccer Championships or the Super Bowl – or, for children, the latest Disney cartoon. These are new opportunities that could help to position the product afresh and thus boost sales.

#### Letting pictures speak for themselves

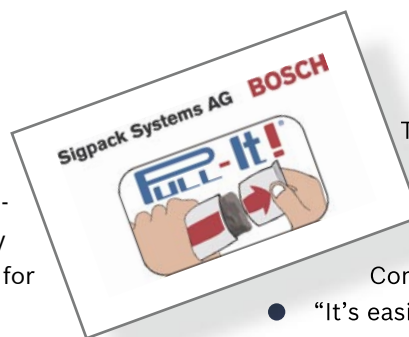
With packaging, communication is an important key to success, whether it be for a new product, a new type of taste or even for a new feature on an existing product. There are a variety of options for clear communications. With pictograms, for example, it is possible to illustrate how something works very easily and in a way that everyone can understand.

#### New, old-style packaging

The delightful thing about it is that Pull Pack does not represent a completely new style of packaging. Rather, this opening mechanism is an innovative further development of a widely used and well established style of packaging – another very important argument when it comes to investment. Pull Pack requires no new machinery and also no new process. It only requires one additional module for existing flow wrapping machines. That's all you need in order to apply the opening aid.

#### Consumers are impressed

A survey of consumers which was carried out recently elicited many positive responses. Most reactions show that the opening mechanism brings practical benefits. It's simple, neat, clean, quick, fun and has novelty attraction.



The physical "tug" when you open a package surprises you and is fun at the same time.

Consumers say:

- "It's easier when you're traveling"
- "It's easier when you're driving"
- "You don't touch the bar with your fingers"
- "It protects against dirty fingers"
- "It's really easy to open"
- "It's just one movement – it's clean"
- "There's no torn foil that has to be held down"

#### Implementation of the technology already underway

The idea for an innovative method of opening of a package alone is not enough. Of course you also need the appropriate mechanisms so that it can be implemented efficiently in the packaging process. The additional module which can be applied to existing flow wrapping machines is currently being developed by Sigpack Systems. The first prototype is already under construction. The aim in future is also to be able to run trials for our customers using this prototype alongside the actual development work.

#### For more information please contact:

**Bruno Oberle**

Phone +41 52 674 6357

[bruno.oberle@sigpacksystems.com](mailto:bruno.oberle@sigpacksystems.com)