



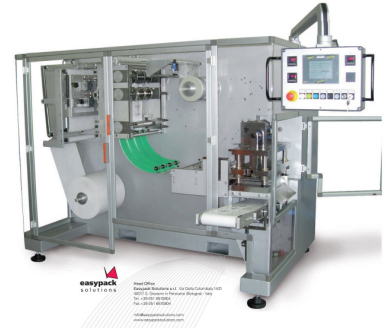
EasySnap Update Spring 2011



PACK Innovation Ltd

EasySnap Junior Machine Unveiled

Designed to complement its big brother (the BB3) the EasySnap Junior machine is now available. In order to meet the needs of customers with fewer format requirements but who still require high output, the new machine is ideal. Marketing Manager Gilly Parker says *"This machine is a turning point for EasySnap production. Customers who were previously unable to justify the investment of the BB3 machine now have a golden opportunity to harness the unique features of the EasySnap to ensure their products rise head and shoulders above the competition. At roughly half the cost of the original, the Junior machine is sure to be a winner."*



For more information, contact Gilly at gilly.parker@packinnovation.com or on +44 (0) 118 948 7070

What is the EasySnap?

If you're reading this newsletter, the chances are you already know what the EasySnap is and how its unique properties enhance the image and profile of any liquid, cream or paste product.

Invented and patented by entrepreneur Antonio Burattini of Easypack Solutions SRL Italy. The EasySnap is a single use sachet that can be opened and completely emptied with one hand. Just snap it in half and squeeze out the product! It's controllable too - stop squeezing to stop dispensing. Perfect for little hands that struggle with traditional sachets and for the rest of us simply a better method than anything else currently on the market. The concept is explained in greater detail on our web site:

www.packinnovation.com

Recent additions to the ever expanding network of people and organisations who are talking about the EasySnap include Gilly Parker



who started with us a few weeks ago to identify and contact potential customers with the necessary quality image behind their brand to suit the EasySnap.

We also have an exciting collaboration with MM Sampling who are experts in producing promotional literature that includes product samples which are affixed with their automatic high speed pick and place equipment. Don Glapinski, MD of MM Sampling said *"The EasySnap is a fantastic complement to our existing portfolio. It gives us another angle to demonstrate our innovative and forward thinking concepts to new and existing customers."* We look forward to an exciting and rewarding relationship with Don and his team: www.mmsampling.com

This communication is written and produced by PACK Innovation Ltd who are the sole agent for Easypack Solutions SRL of Bologna Italy for the UK and ROI. The EasySnap concept, machine and material specification are patented globally.



Have you received samples of the EasySnap yet? Drop us a line with your postal address to info@packinnovation.com and we'll get some sent out!