



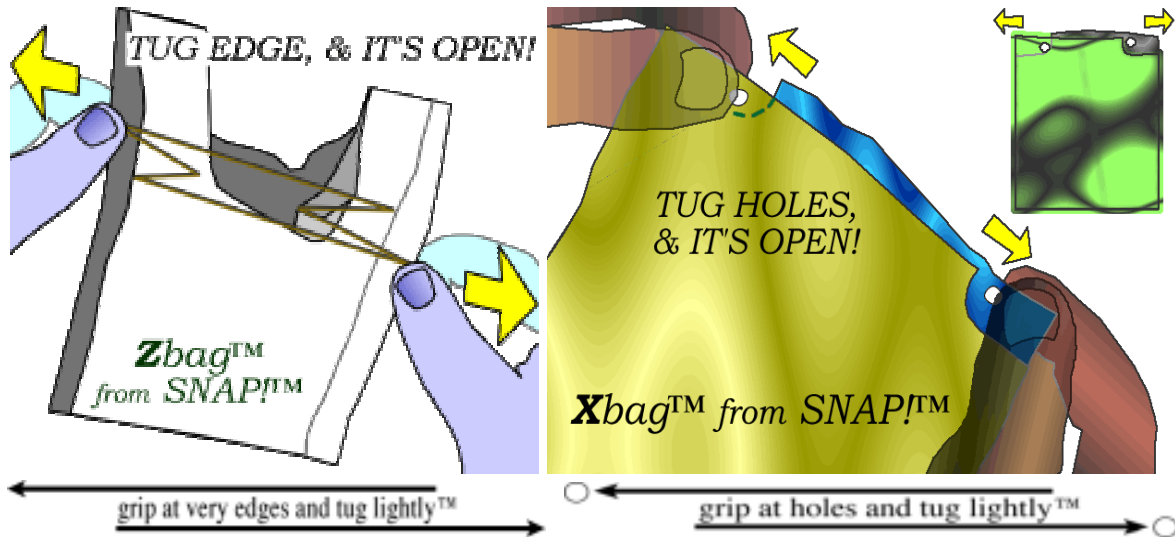
NEW BAGS THAT SAVE TIME AND MONEY!

SNAP!TM: bags that open **first time, every time**TM

SNAP Film Technologies

www.snapopen.com

patent info: US 7,223,016 and related documents



ZbagTM for produce, carry, allpurpose;

XbagTM for trash, utility, produce

-- all SNAP products, even XbagTM, can be on rolls as well as stack/wicket etc. --

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WHO ARE WE AND WHAT DO WE DO

We are the owners of the intellectual property in SNAP!TM products (Patent info: US 7,223,016 and related filings).

We are not manufacturers; instead, we license the technology to manufacturers, retail chains, brand marketers.

LICENSE NOW

The number of Licenses will be limited. To avoid disappointment, License now.



031207

SNAP!™ advantages: RELIABILITY, CONVENIENCE, HYGIENE, PROFITABILITY

Open *First Time, Every Time*: all “SNAP!™” products rely on the same principle to provide a positive way to open even the most clingy bags (e.g. stored too long or too warm, poor ingredients).

No other line of licensable IP for plastic bags has such a comprehensive range of applications of the central theory. This will lead to a “family” brand recognition that will benefit Licensees.

The main SNAP!™ products are the **Zbag™** for side-gusseted bags (produce, shopping, utility, etc.), and the **Xbag™** for flat bags (like most trash bags, sandwich bags, many produce bags). See web site or patent documentation for other products.

SNAP!™ products save money for retailers and for manufacturers. **Retailers** and users save on otherwise-wasted bags. **Manufacturers** save on losses through material and process variations that can lead to bags being difficult to open and entire shipments being returned, or worse, not re-ordered.

SNAP!™ products save money ... e.g. Xbag, for corporate users who have custodial staff: at a \$12.00 per hour wage, our product has only to open 1.5 seconds quicker, and it pays for itself (a 5% price differential on a 10-cent bag is 0.5 cents). *Additional time saved goes straight to the bottom line* – e.g. at 5 seconds saved, the user saves wage time worth (net, after covering a 5% price differential) 1.5 cents for each bag used.

SNAP!™ products improve hygiene – important in **retail** (especially with food) because nobody needs to spit on fingers to open bags any more. Result: cleaner produce, cleaner trolley handles, a cleaner and safer store environment. With ageing customer bases and with flu, hepatitis, and SARS bringing a new awareness of the value of hygiene (in fewer employee sick days, and fewer shopper sick days), hygiene and customer reassurance are major gains. Same importance for **hospitals, restaurants, food manufacturing**.

EASY CONVERSION: [1] **You don't need new materials.** SNAP!™ reduces the need for additives and reduces reject rate. In fact you may even be able to economise on your materials and procedures. Thus: *reduced waste, saved time, increased market share*. [2] **Use same machinery** for **Zbag™** (adjust gusset guides), and just add punches to a side-weld line for **Xbag™**.

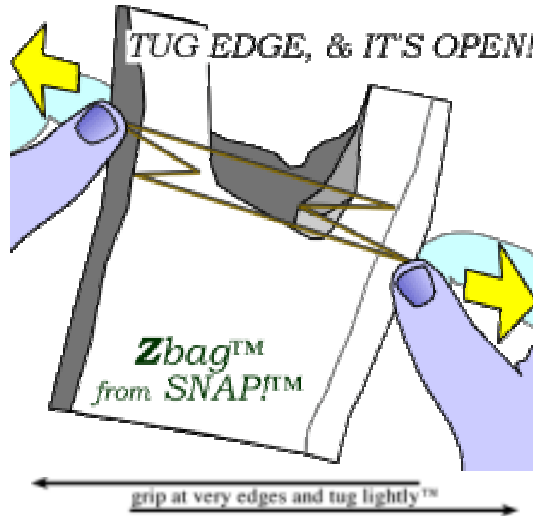
Opportunity for downgauging -- the beauty of SNAP!™ is economy: only required strength determines the gauge wanted; no longer are the thinnest bags hard to open. That means **manufacturers** can offer customers *more cost-effective solutions* for light-duty applications (shredded-paper, etc.), yet bags still open *first-time-every-time*, and (the green part) we generate less plastic waste.

Re-take the economy market, in 2 ways: [1] industrial/commercial users, especially those who tender, will be able to recognise the cost savings from using SNAP!™ bags; [2] Many customers stay away from thinner bags simply because of fussing with opening; with SNAP!™, you can attract them back to a Fuss-Free™ bag. **Brand marketers** selling retail (utility, sandwich, garden, trash) bag products can now offer economy bags that at the same time carry a trademark that customers will recognise as a sign of reliable & easy opening.



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SNAP's Zbag™: SIDE-GUSSETED BAGS (PRODUCE, SHOPPING, UTILITY)



opens first time, every time™

SNAP's™ Zbag™ is a side-gusseted bag that can be T-shirt or plain-top and can be on roll for produce. **One tug**, and it's open! (If you wanted to make it hard to open, you'd have to glue it shut).

Zbags™ fit many purposes (produce, shopping, utility, drycleaning/garment). On rolls, these are being used for produce departments in Norway. The T-style bag on rolls is gaining market for produce in North America, so Zbag™ is a natural.

The beauty of the SNAP!™ is economy: thin gauges can be used because the mechanical nature of the opening feature makes them free from opening difficulties. The only thing that needs to be considered in deciding the gauge is the strength needed; no longer are the thinnest bags hard to open. That means you can offer your customers a more cost-effective solution to their needs, they save money, you gain market share, and on a per-bag basis you generate less plastic waste.

Zbags™ are compatible with conventional presentations (single/loose, racks, rolls, can be in T or no-handle forms).

Other solutions do exist, but most of them remain problematic for people with dry fingers, or they are folded so many times that they are tedious to open fully -- the weight of produce does not effortlessly continue the opening down the length of the bag. Others are dependent on racks (troublesome when you run out of the right size). SNAP!™ can easily be used in combination with other methods, increasing flexibility of use. They open fine off a rack, fine off the table.

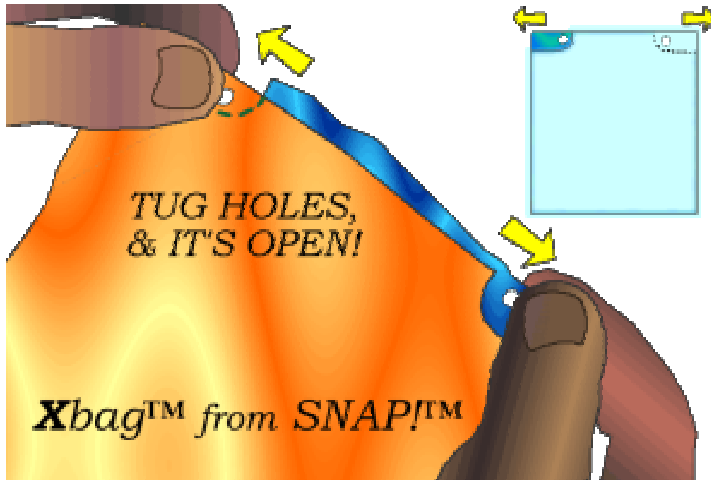
And, sure, sometimes the conventional bags do open easily – they have the right additives (cost), they have been carefully stored (cost), etc. We have even heard complaints that the weather affects how easily bags open.

But the SNAP!™ family of bags *open first time, every time™*.



XBAG™: flat bags that open *First Time, Every Time* – for produce, utility, trash, laundry, freezer

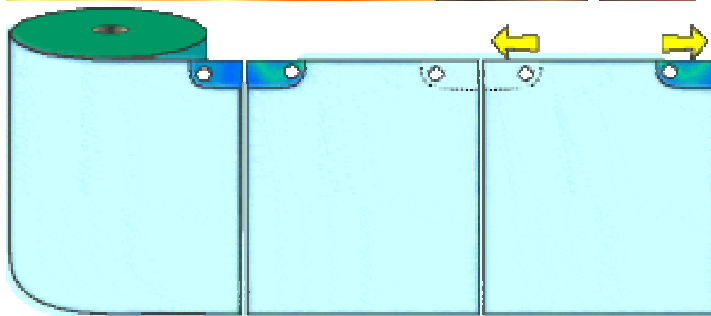
Xbags™ (SNAP's solution for flat bags) suit many purposes and are compatible with conventional presentations (single/loose, racks, rolls).



E.g., a trash bag with our TM marker holes* ... **tug holes, & it's open!**

(* "the bag with the hole in it!"™: holes/marks show top-of-bag & where-to-grip, and they are a SNAP!™ trademark.)

Reveals or voids make it possible to separately grasp the front panel and the back panel at opposite ends, so that with a light tug they shear and separate.



Note opportunity for downgauging, because of SNAP's reliability even in thin films.

All SNAP!™ products open *first time, every time*.

Xbags™ on a roll* (side-by-side): a way to stay with flat produce bags on roll, but increase convenience, hygiene, etc. It also opens a potential market for handy kitchen storage bags (sandwiches, lunches, freezer) that can be sold on rolls.

*[roll] Manufacturers: this allows you a way to compete with this end of the business. You can blow a tube and slit and punch one edge, or you can blow a bigger tube, split & punch at new edges, and make two rolls at once, etc.

Question for Corporate/Institutional users: what's the cost of the time to open the ordinary bags you use? Can you afford to ignore **Xbag** in your custodial service?

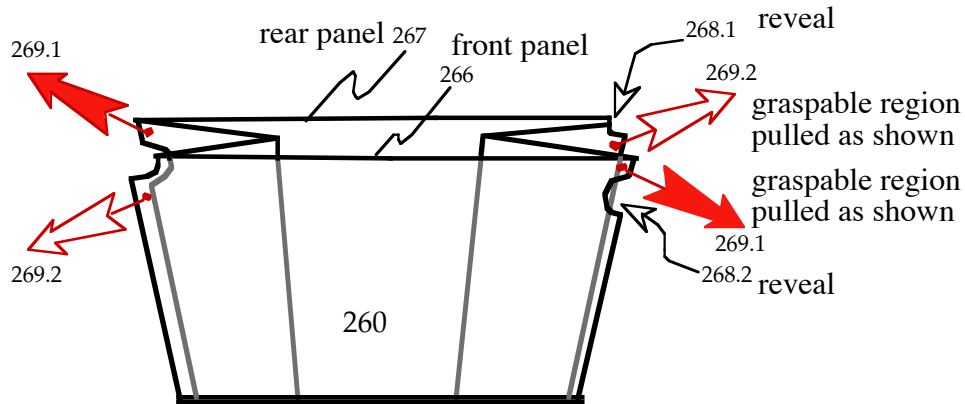
Corporate/Institutional users can save custodial wages through the time saved in opening the **Xbag**, compared to ordinary bags. At 5 to 10 seconds saved, and considering a wage of \$12/h (\$0.0033/sec), the savings break down like this: 1.5 seconds that covers a 5% or \$0.005 price differential, so at this point any differential is covered and the hygiene benefits are free. The remaining 3.5 to 8.5 seconds go right to your bottom line: net wage savings equate to about 3.5 to 8.5 sec*\$0.0033/sec = net savings of \$0.0116 to \$0.0281 per bag used.

The hygiene benefits are especially important in settings such as **hospitals, restaurants, dental offices, food handling businesses, chemical companies** ... anywhere there's dirt, anywhere there are people, you don't want fingers being licked.



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SNAP's *autoPACK*™: machine-openable bags (automated packaging)



SNAP!™ *AUTOpack*™ is a gusseted bag that can be readily opened by mechanical means in automated or semi-automated packaging applications. On a roll, it could be fed from above or below.

A gusseted bag (260 in the diagram) that, on the outer edges of its pleats, has reveals 268.1 and 268.2 which allow grasping of edges of gusset pleats at revealed graspable points 269.1 and 269.2 respectively; these, shown on the right side of the bag, are mirrored by the same system on the other side of the bag so that all four outer edges of the gusset pleats are positively graspable in such a way that the bag opening is easily controllable by hand or by appropriately constructed mechanical devices.

By tensioning the bag from either diagonal set of graspable points the front panel 266 may be sheared against the back panel 267; by also grasping the second diagonal set of graspable points the bag is capable of being positively opened and the bag mouth held open for filling.

WHO CAN BE LICENSED? HOW DO LICENSES WORK?

Licensees can be Manufacturers, Retailers (chains or large groups), Packaging Suppliers, and Brand Marketers (who sell consumer product). The standard license is non-exclusive. Licensing is built around royalty payments, reporting requirements, proper use of trademarks, etc. Royalties are based on product value.

A License is required for sales within the jurisdiction to which the patent applies. E.g., if bags are made in the far east, offshore manufacturers would either require their own License for a given sales territory or would have to work through a Licensee in that sales territory.

Trademarks

Licensees have access to our trademarks, logos, and information (web site), and will follow our protocols for inclusion on various products/packaging/documentation.

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