




Easysnap[®]

THE ONE HAND OPENING TECHNOLOGY

THE NEW WAY
TO OPEN PACKS

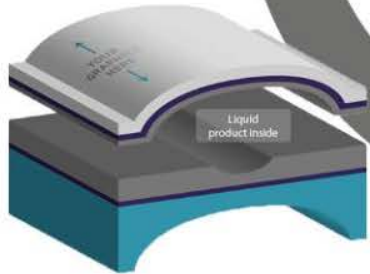
CORPORATE PROFILE 2017

THE EASYSNAP SCENARIO TODAY

CO-PACKING



PLASTICS



MACHINERY

THE EASYSNAP GROUP



Easysnap Technology

- Worldwide exclusive dealer of the Easysnap® brand and I.P.
- Packaging machines manufacturer
- Design and engineering of tailor made projects
- Mechanical R&D
- Plastic materials R&D

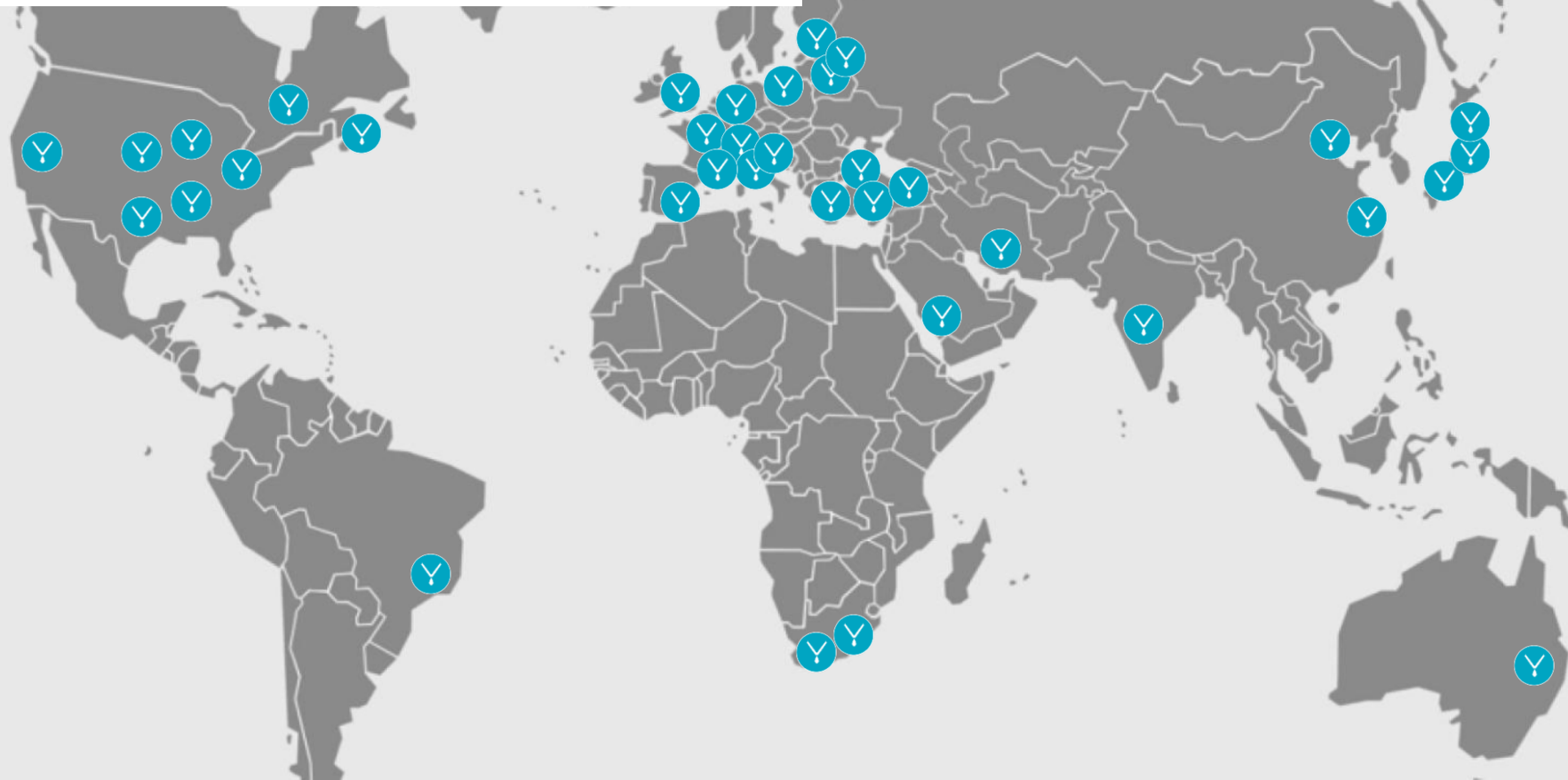


Easysnap Co-Packing

100% owned by Easysnap Technology

- **Beauty & Pharma Division**
Cosmetic Devices:
GMP international standards UNI EN ISO 22716
Medical Devices:
UNI EN ISO 13485 A1 – A2 – B2
Annual capacity: 60 million units
- **Food Division**
Factory certified:
HACCP; BRC; IFS; IGP; BIO
Annual capacity: 40 million units

Easysnap machinery in the world



THE EASYSNAP DISTRICT TODAY

We are located in the heart of the Packaging Valley - Emilia Romagna District



Modena

Commercial Headquarters



San Giovanni in Persiceto

Co-packing Facilities



Le Budrie - Bologna

Production Department

EASYSNAP[®] IS THE NEW WAY TO OPEN PACKS

Easysnap is the only worldwide patented one hand opening and dispensing portion pack for liquid & semi-liquid products.



Opening Technologies before Easysnap



4-Side Seal
Tear-Top Tubes
to tear



Single Use
Thermoformed Cups
to peel



Single Use Bottles
to unscrew

From now on...
TO FOLD!

✓ The packaging world has got
a fourth way to open packs.



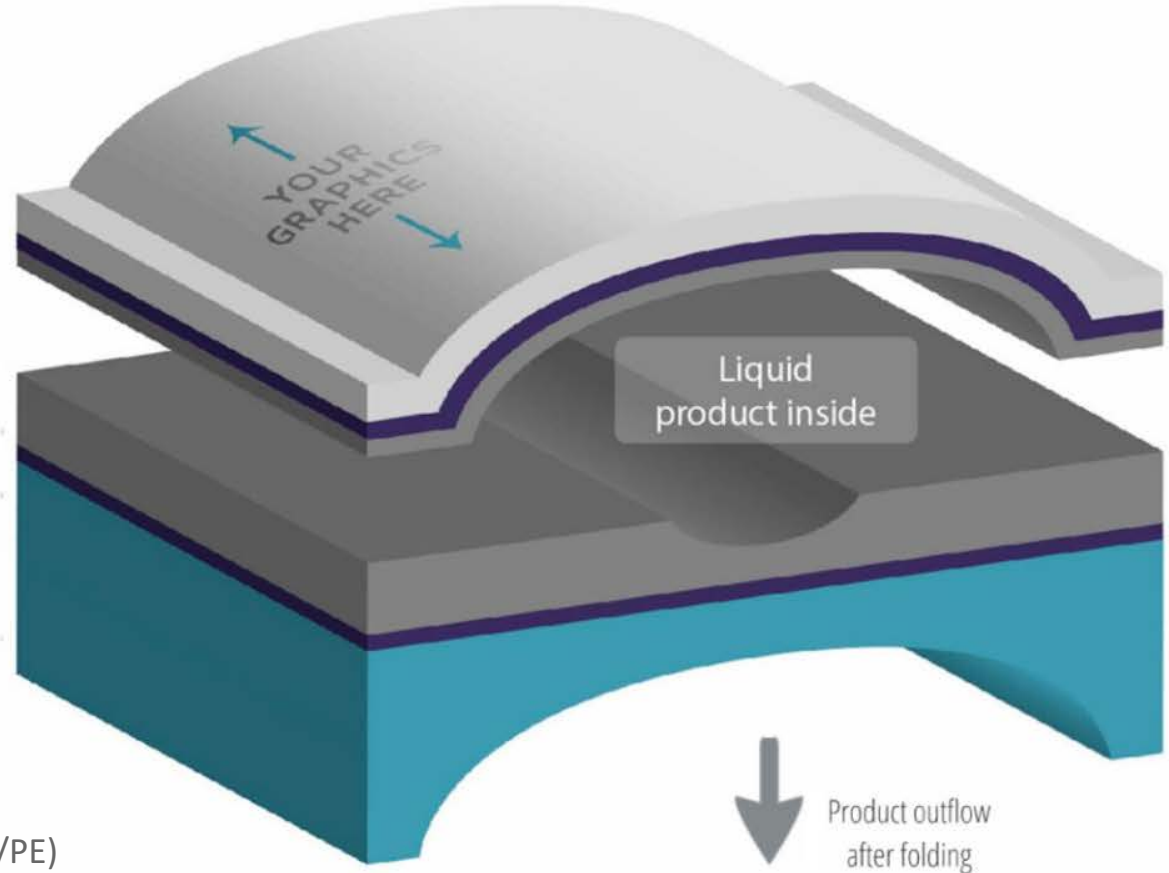
How does it work

THE KEY IS THE NOTCH

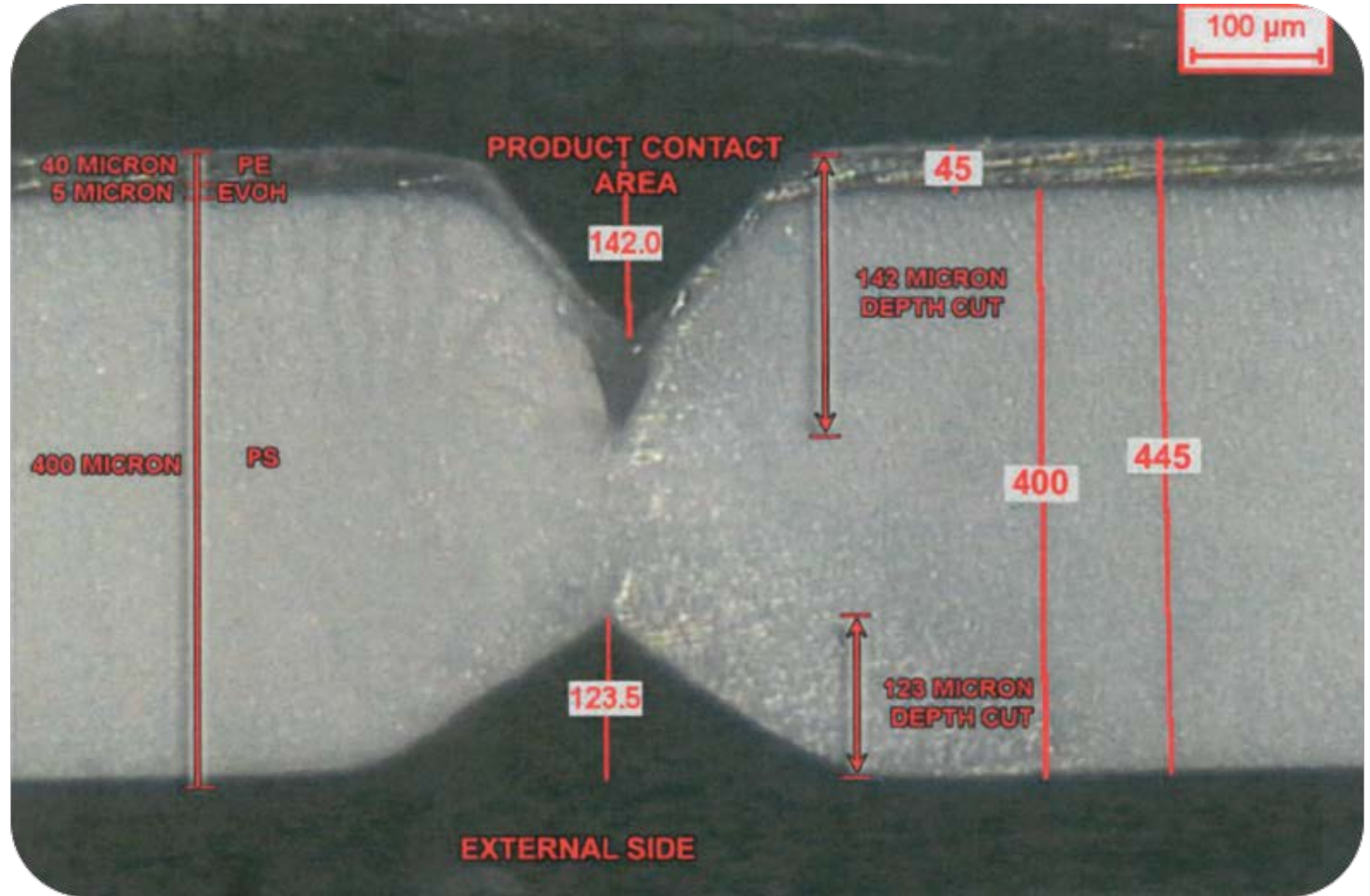
THE PATENT

Easysnap
Patented
Multilayer
Bottom Film

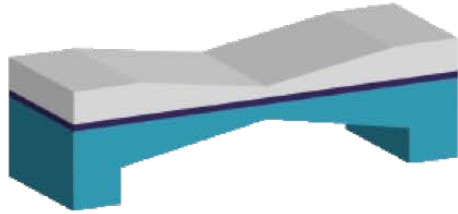
(Example of plastic composition: PS/ALU/PE)



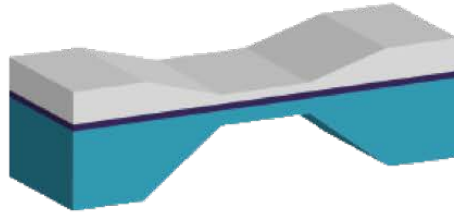
Cross section view of the bottom multilayer under microscope



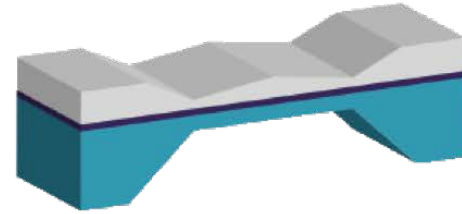
The notch is designed upon the different kind of viscosities of the content packed in Easysnap[®]



for oil



for sauce/cream



for honey or gel



MACHINERY

Our latest model

PULSAR 351

- The only one hand opening/dispensing worldwide patented Easysnap® machine, for food, cosmetics, pharma, medical and chemical industry;
- from 4 to 8 lanes;
- only one reel size (351 mm);
- speed performance: up to 320 Easysnap/min (for Easysnap 40x50 mm);
- filling system up to 30 ml.



Standard sizes & volumes available for Pulsar 351



SMALL
0,1 - 4 ml

40 x 50 mm | 1,6 X 2,9 In
40 x 80 mm | 1,6 x 3,2 In



MEDIUM
2 - 10 ml

55 x 70 mm | 2,2 X 2,8 in
55 x 100 mm | 2,2 x 4,0 in



BIG
10 - 30 ml

66 x 100 mm | 2,6 X 4,0 in
84 x 100 mm | 3,3 x 4,0 in

Note: filling capacities are indicative; to be confirmed according to product viscosity and plastic film type.

MAIN FEATURES

- . EFFICIENT
- . HIGH USABILITY
- . LONG SHELF LIFE
- . HYGIENIC
- . HIGH MARKETING POSITIONING
- . SAFE
- . WORLDWIDE PATENTED INCISION

Easy. Product squeeze up to 98%.

High usability. Easy to learn & to use by children, elderly and disabled people.

Long shelf life. No air inside and 100% barrier properties to maintain product integrity.

Hygienic. No product contamination while opening and product dispensing.

High marketing positioning. 100% smooth and no rippled, completely printable surface.

Safe. Semi-rigid bottom, unbreakable, unless folded over 90°.

Incision on bottom film. Enables progressive opening and product dispensing while folding.



WORLDWIDE PATENTED

EASYSNAP[®] IS INNOVATION

NEW PRODUCTS DEVELOPMENT



Disruptive Innovation

**INCREASE PRODUCT VALUE
& BRAND AWARENESS**



New categories or market segments
identified by target, positioning or
consumption mode

NEW BUSINESS OPPORTUNITIES

EASYSNAP[®] IS UNIVERSAL



Packaging accessible to **everyone**, according to the principles of Universal Design.

1

2

3

4

5

6

7

EQUITABLE
USE

FLEXIBLE
IN USE

SIMPLE &
INTUITIVE

PERCEPTIBLE
INFORMATION

TOLERANCE
FOR ERROR

LOW PHYSICAL
EFFORT

SUITABLE SIZE
FOR
APPROACH

DESIGN FOR ALL

Easysnap[®] is a functional packaging for functional foods



✓ **Easysnap is accessible** to the elderly and to people with disabilities because of its simplicity and the one hand opening system

✓ **Easysnap gesture is easy & simple because it is built-in**, innate and natural.

✓ Easysnap is accessible to **millenials and baby boomers*** because of its fancy innovation

✓ **Once learned, forever learned**

**From our test experience, children under 8 years don't need to be educated to the Easysnap opening system.*

EASYSNAP[®] IS SUITABLE

for many way of consumption



DRINK

Squeeze the content directly into your mouth.



SPREAD

Dose and apply the content where needed.



POUR

Add the content accurately and mix it with another product.



DRESS

Freely erogate the content how you like onto your meal.

✓ Each market category will find its Easysnap's best features to enhance its specific products;

✓ Best recommended for many modes of use;

✓ Cross category consumption versatility

OUR TRADEMARKS



THE BRAND LOGO

It represents both the patented product and the Company

“Easysnap”

THE EASYSNAP® WORD

To be used in texts and audio recurrences referring both to the packaging and to the Company



THE OPENING TRADEMARK


Can be placed on all Easysnap® products, even by customers or third parties

Some advertising videos
by our customers



Isoride ADV • Copyright by the brand owner

:01

A close-up photograph showing a hand holding a small white paper container, pouring a thin stream of golden liquid into a glass of tea. The glass is partially filled with a dark red liquid. The background is blurred with bokeh light effects.

Balparmak Katla Balla ADV • Copyright by the brand owner



Enervit ADV • Copyright by the brand owner

Easysnap & Siemens Together for innovation

- **Easysnap Pulsar 351** machine has been selected by Siemens for the worldwide presentation of its **new SINAMICS S201** servo drive system.
- Attend the Easysnap machine's live production at
 - **HMI in Hannover**
 - **SPS in Parma**
 - **SPS in Norimberga**
- **“Automazione Oggi”**: Siemens and Easysnap cover story on #Interpack issue.



Exhibit Drive Systems for the discrete industries



Packaging machine Easysnap®

On the Italian Easysnap® machine, Si new SINAMICS S210 servo drive sys S-1FK2 and SIMATIC S7-1500 (T) w SINAMICS S120 C/D type Motor M Technology quickly adjusts the mac formats, sizes and implements fur During the design and engineering supports the customer by provid design modeling and simulation. the connection to MindSphere, v options, e.g. reporting and cond

www.siemens.com/sinam





Thanks for your attention!

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