



PRESS RELEASE

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INNOCONCEPTS: TECHNOLOGY UPDATE AND START PARTNERSHIP WITH SARA LEE

TECHNOLOGY UPDATE

In the past two years I-Pac has developed, in a pilot environment, the next-generation I-Pac moulds, intended to be more energy-effective and to simplify the equipment necessary for the injection moulding of plastic products. Apart from reducing the energy costs, this breakthrough might result in a reduction of more than 50% in the infrastructure that is required for injection moulding.

For the packaging industry in particular this might lead to considerable cost savings, on top of the savings already realised by applying the I-Pac technology. As a result it will also be possible to meet the requirements that are imposed by governments on industry and retailers to quickly reduce the CO₂ emissions.

PARTNERSHIP WITH SARA LEE

Sara Lee is one of the companies that expressed an interest in the freedom of design and the reduction of weight and CO₂-emissions that may be realised in packages with the application of the I-Pac technology. For this reason, I-Pac and Sara Lee intend to form a joint venture with the objective to explore the applicability and possibilities the technology offers and to translate this into applications for Sara Lee's packaging requirements. I-Pac will also contribute ideas towards design possibilities, production technology, equipment, and production partners. To this end, a joint I-Pac/Sara Lee project group has been set up, which will initially concentrate on the applicability within Sara Lee's Household & BodyCare division (sales of over \$2 billion in 2007).

Apart from Sara Lee, other multinationals in both Europe and North America have shown an interest in I-Pac's technology as well. This interest is fuelled by the importance to pay more attention, especially in today's economic climate, to (packaging) costs and by the necessity of reducing CO₂ emission. InnoConcepts therefore looks confidently forward to the year 2008.

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