

Affordable: Have enough money, time, space, etc. for a specified purpose.

Brand: Particular make of goods or their trade mark.

Communicate: exchange information, news, ideas, etc.

Communication: Act of communicating.

Consumer: Person who buys goods or uses services.

Customer: Person who buys something from a tradesman, shop, etc.

Convenience: Quality of being convenient or

Differentiate: Show something to be different from something else.

Display: Put something on show.

Enhance: Increase the good qualities of somebody/something; make look better

Environment: Conditions, circumstances, affecting people's lives.

Flexible: Easily changed to suit new conditions; willing and able to change according to different circumstances;

having a... or functions; practical and useful, not decorative.

Impact: Strong impression or effect on somebody...

Primary: Ear... time or order of development.

Profit: Financial gain.

Promotion: ... activity ...

... act; favour. Ready to help somebody.

Simplicity: Being easy, plain or straightforward.

Solution: Action way of finding answer to a problem, quest difficulty, etc.

System: Group of things or parts working together as a whole.

Trust: Belief one can rely on goodness, strength, etc. of someone or something

Multipackaging: ITW Hi-Cone

Package: Object or objects wrapped in paper or packed in a box; parcel.

Retailer: Tradesman who sells by retail.



Our customers (the beverage companies) like Hi-Cone because of:

- *Sales increase*
- *Strengthen brand image*
- *Effective and simple in production*
- *Affordable*
- *Can protection in distribution*
- *Marketing and technical services*

Your customers (the retailers) like Hi-Cone because of:

- *Effective merchandising and point of sales material*
- *Lower handling cost*
- *Better shelf space utilisation*
- *Increase in transaction amount*

End-consumers like Hi-Cone multipacks because of:

- *Convenience & functionality*
 - *Instant package/product recognition*
 - *Minimal packaging*
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Hi-Cone: Primary container recognition for today's brands





Mid-Cone: Pack size flexibility and integrity with consumer functionality





Top lift: 10 & 12 pack convenience for medium size multipacks





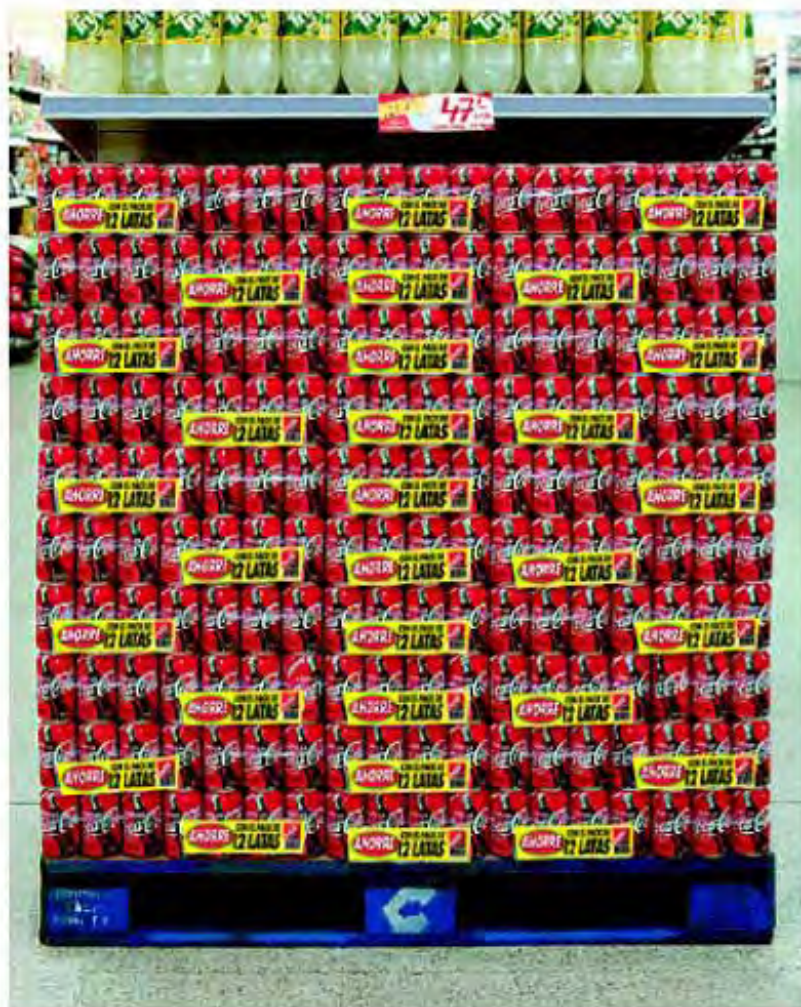
MPC: Flexibility and affordability for promotions and POS material





Trayless: Distribution of multipacks without tray to reduce further the total case cost.





Innovative Hi-Cone display: Direct palletization





Automatic facing through entire supply chain





Orientation: Effective merchandising and brand recognition through billboard





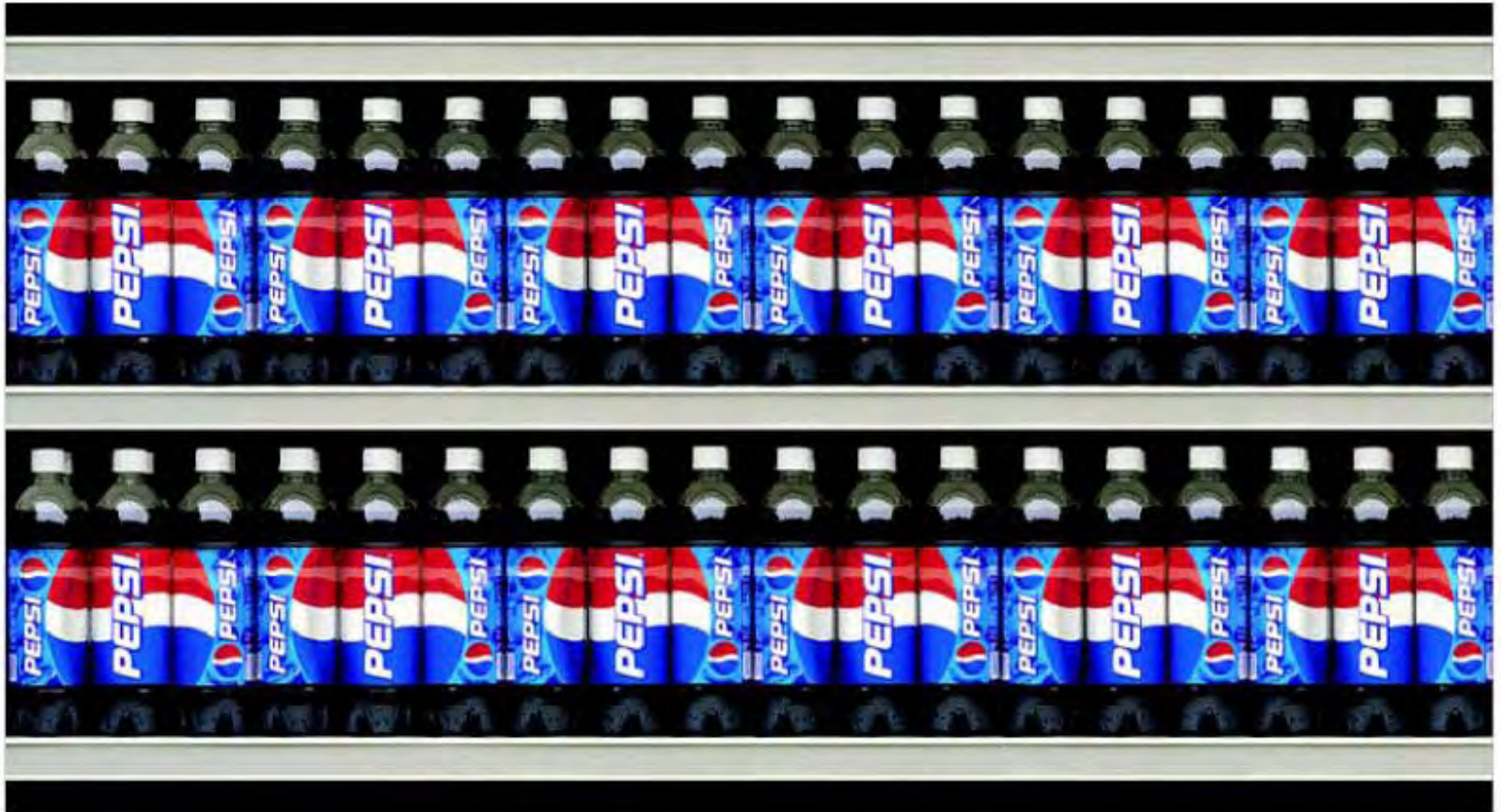
PET multipacks: Side lift offers pack integrity & consumer convenience





Top Lift & Water: Convenience through easy carrying & opening (zipper)





Orientation: Effective merchandising and brand recognition through billboard

