



From: Ken Wilkes [ken@riverm.com] on behalf of Ken Wilkes [ken@krwconverting.com]  
Sent: Wednesday, August 06, 2008 8:57 AM  
To: Luttenberger, David  
Cc: Vaillancourt, Karen  
Subject: Re: Sustainable Packaging Forum Exhibitor/Sponsor Qualification

Here are the scientific facts.

1. We used a standard everyday brand new calibrated TRIP BALANCE
2. We placed one bottle on one side and two bottles on the other
3. The Balance shows that the one bottle is heavier than the two
4. One can see that the balance arm has it's weight at 0
5. An important part of the picture is the pointer in the middle of the picture
6. The pointer on a trip balance is there to show how close the two platforms are to the SAME weight
7. The pointer indicates that the two platforms are close to the same weight
8. The pointer is not all the way to the left of its background scale
9. Anything over a 3 gram difference between the platforms moves the pointer all the way to the left of the pointer's scale
10. This common scientific instrument comes with a pointer to indicated how close the two platforms are to the same weight, to ignore this attribute of the balance is to ignores it's scientific basis

We honestly believe that the picture [in the brochure] clearly shows the scientific fact that one PET bottle is very close to the same weight of two Smart Bottles.

When we started out we were going to put one bottle on one side and one on the other. But this did not convey the instant information that one PET bottle weighs twice as much as two Smart Bottles.

Using a visual to demonstrate this fact is far more effective then depending on the viewer to use math to calculate that there is a two to one advantage using Smart Bottle.

I appreciate that your company is trying to do the right thing and not companies use false facts to support their sustainability claims. But the truth is we have made no sustainability claims. We are focused on just reducing weight to save cost. Let others determine how sustainable that is, we make no sustainable claims and do not plan to.

Another fact is that by using the Smart Bottle technology we can make a 7 gram bottle and have a 4 to 1 advantage, we felt this would be to unbelievable and people would just ignore the info, so we went with 2 to 1.

