

# ECO-TOP Wine Closures

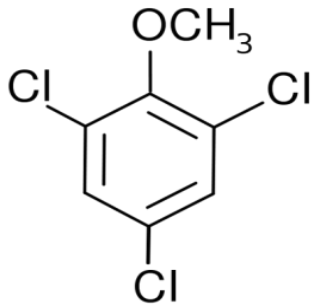
Screw-Cap Seal · Traditional Wine Image



Founder: William Gardner



# The Problem (the opportunity)



TCA Trichloroanisole

**Wineries:** Cork may cause cork-taint

**Consumers:** Cork is awkward to remove and has no re-seal capability



# The Problem (the opportunity)



**Screw-caps**  
resolve these two issues **but**

**FORFEIT** traditional wine-bottle look

**FORFEIT** some of the functionality

**FORFEIT** being ecologically sound

**REQUIRE** large complex manufacturing facilities

# The Solution



## ECO-TOP

is a **revolutionary screw-cap** that offers compelling advantages over metal screw caps

- 1 Wine tradition
- 2 Green
- 3 Low Price
- 4 Better Performance

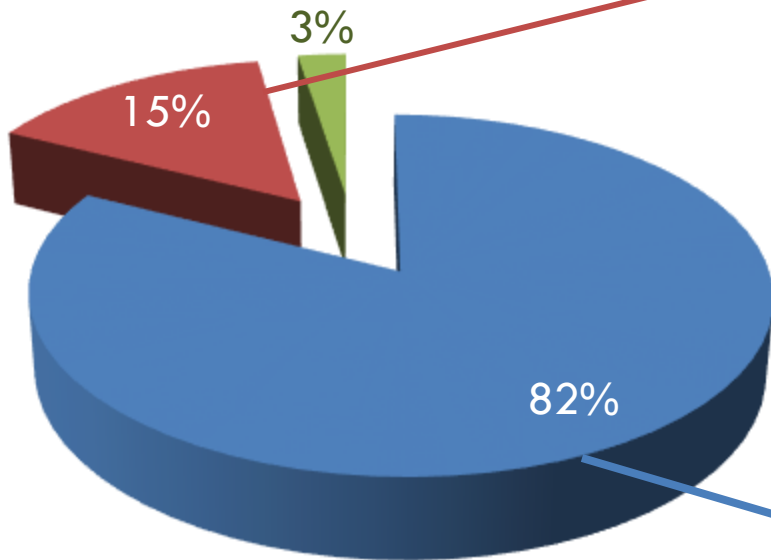
# Market Overview

Available Closure Market: 20 Billion units/yr

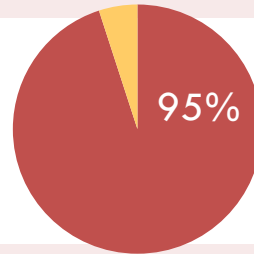
\$4 Billion annually

## Market Shares

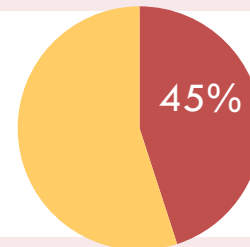
■ Cork ■ Metal screw caps ■ Other



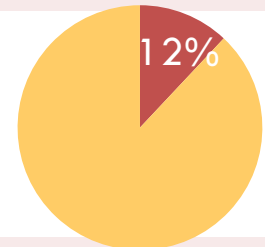
**Growing fast: 2.5% per year of available market**



New Zealand



Australia



USA

■ Screw Caps ■ Others

Natural, Technical, Synthetic

# Market Overview

Metal screw-cap sales  
Exceed \$300 million today



## ECO-TOP can

Displace metal screw-caps

Accelerate screw-cap  
adoption

# Business Advantages



Patent protection and First-to-market

The optimum closure at the lowest price:  
Rapid market penetration

Design is finished



Wineries can easily adapt



Production can be easily scaled

## Benefits to Consumers



### Consumers Get:

Bottle opening & re-sealing  
convenience

Wine quality preservation

Traditional wine-package  
appearance



## Sales – Adoption Rate

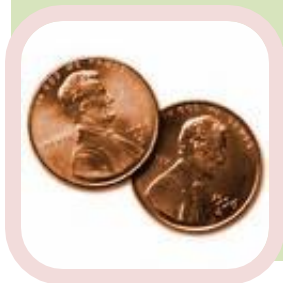
**Rapid Adoption Rate Expected**

Great Appearance



Best Seal – No technical issues

Easy Application – on the bottling  
line



Very low capital investment

## Barriers to Market Entry by Competitors/Imitators

Founder presently engaged in aggressive program of worldwide patenting

Patent Priority Date: August 2009

Comprehensive application; Forty- two (42) claims