

## Grand Springs Distribution Partners with IPI to Produce PURELOCK™

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**St. Louis, MO** - Grand Springs Distribution, a Virginia based bottler owned by Robert Smith, recently contracted with International Packaging Innovations, LLC of St. Louis, Missouri to produce and distribute the PURELOCK™ Bag of water product to his customers.

According to IPI President Jack Krings, the PURELOCK™ system can help increase bottler's and distributor's profit margins per gallon sold significantly over the 3 or 5 gallon bottle, requires no deposit and no return, is easier for the customer to use, and is a more environmentally friendly product than the polycarbonate bottles. "The benefits of carrying PURELOCK in your product line, whether you are a bottler or distributor, are substantial" said Krings. "By reducing the need to purchase new bottles and by being able to fit more gallons of water in the same space within a plant with the bag, our partners save money. In addition, you can fit almost twice as many units of product on existing trucks with the bag vs. the bottle which can either help reduce certain per unit delivery costs or allow companies to purchase smaller, more fuel efficient and more environmentally friendly trucks in the future. To add to that, the polyethylene bags are 100% recyclable and easy to store at a customer's home or office. We believe that the average bottler can increase net profit margins by up to 25% on the same number of gallons sold, in a relatively short time period."

According to focus group results and one of IPI's partners outside of St. Louis, 4 out of 5 customers prefer the PURELOCK™ Bag of water to their existing bottles once exposed to the option citing that it's just easier for them to use and they like feeling more environmentally friendly using the recyclable bags. Krings went on to explain the ease of integrating IPI's product into existing produce lines by using any of the many methods his company has helped bottlers develop.

“IPI’s goal is to partner with bottlers and distributors around the globe and help customize our program based on their needs. We know our product is well liked by the consumer and are looking for partners who want to create a win-win type of relationship and grow together.

We indeed feel fortunate to add Robert Smith, Grand Springs Distribution, to the excellent group of partners that we have established. Robert is an industry leader with great vision and integrity; we look forward to providing PURELOCK™ with Robert to the many customers that he serves.” Robert Smith added “The bottled water business is constantly changing and reinventing itself on everything from processing to packaging. We have been working for years on reducing packaging materials going into landfills and reducing the carbon footprint of the industry. I believe this could be another very important step in that direction. We plan to install the packaging equipment and be one of the first bottlers in the U.S. to package and market this new and innovative concept.”