



CROWN POLY
An Innovative Company

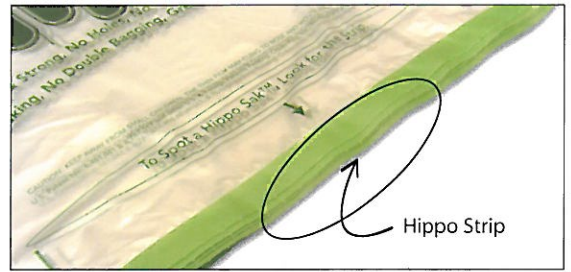


The **Invincible** Grocery Bag
The Strength of Paper with the Ease of Plastic

Hippo Sak™

The **Invincible** Grocery Bag

The Hippo Sak™ was invented with the shopper, store and environment in mind. Its patented Hippo Strip™ prevents the bag from tearing at the bottom seal. It is truly an invincible bag that decreases bag usage, enhances shopper satisfaction, increases item count, and helps speed up the checkout process.



54 Micron Hippo Strip makes Hippo Sak's bottom seal over 500 times stronger than regular seals

Hippo Sak™

Enhances Shopper Satisfaction



- Shoppers have fewer bags to carry and load into their car
- Hippo Ties prevent bag contents from spilling over in the car
- Wider and thicker Hippo Handles are more comfortable to carry
- Shoppers prefer to reuse Hippo Saks at home more than any other grocery bag



Hippo Sak™

Increases Item Count

- One (12 1/2" x 7 1/2" x 24") Hippo Sak™, like a paper bag, can hold the groceries of 3 – 4 non-reinforced bags



\$100 of groceries
(35 items)
in 15 non-reinforced bags



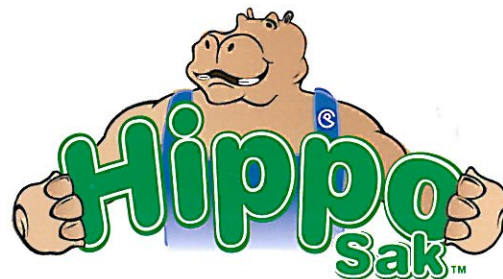
Same \$100 of groceries
(35 items)
in 4 Hippo Saks



Hippo Rack with Upward Angled Arms (Patent Pending) Holds the Hippo Sak upright to ensure bagger completely fills the bag

Hippo Sak™

Speeds Up the Check Out Process



- Eliminates time spent on double bagging
- Efficient self-opening feature decreases time spent opening each bag
- Decreases the handling time spent on grocery bags because baggers are opening and transferring fewer bags to shoppers
- Hippo Rack's 4 bundle capacity requires *less* frequent loading of the rack



Less Frequent Rack Loading –
Due to bag usage reduction



Reliable Self-Opening –
Speeds up checkout

Hippo Sak™

Will Quickly Gain Bagger's Confidence

Hippo Sak™ with reinforced bottom seal:

- Doesn't tear, leak or get holes
- Never needs double bagging
- Gives baggers the confidence to increase item count

SHAKE TEST



Hippo Sak™ with 10 lbs of potatoes shaken **15+ times**

TOUGHNESS TEST

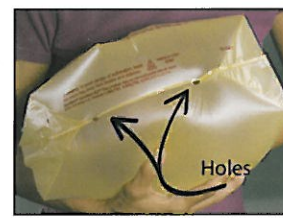


Hippo Sak™ holding **26 one pound cans**

AIR TEST



Hippo Strip eliminates weak stress points



All non-reinforced bags easily get holes at the stress points of bottom seal

WATER TEST



Hippo Sak™ can hold **6 gallons (50 lbs) of water** without leaking

Hippo Sak™

Helps

Preserve Our Environment

- Hippo Sak supports the #1 goal of EPA (Environment Protection Agency) which is source reduction
- Each properly used Hippo Sak can substitute for more than 2 commodity t-shirt bags
- The only pro-environment and pro-business product for retailers
- Can be reused as a 5 gallon trash bag with no holes
- 100% recyclable at the end of its lifetime

Crown Poly Will Supply All Necessary

Training Tools

to Ensure Baggers Fill Every Hippo Sak™.

- In-store trainers to facilitate proper bagging technique
- Bagger training literature, video and on-line resource



Hippo Sak™ & Hippo Rack product features are protected
by U.S. Patent No. 6461041, 6767317, 6575301,
World-wide Patents 774016, P/1383, ZL01804847.1,
23414, 4521, 003541, P3381, 27209, 27210, 6233, 2106, 25.252, 520440,
137584, 85117, 4250, 3183, 2002/6030, 12828, 1230135, 223/2002, 5277, 2,400,035
Other U.S. and World-wide Patents Pending.

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