



PULL-N-PAK®

The World's Best
Total Store Bagging Solution!



How Did We Become The Best?

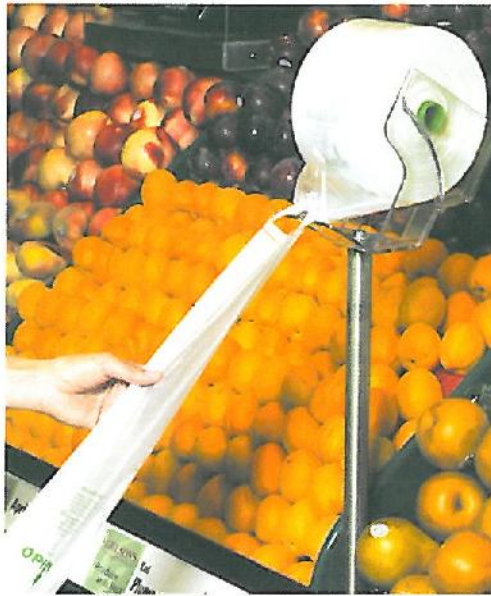
Satisfying

Understanding Customer Needs

To deliver the best solution you have to understand the problem. Satisfying customer needs is our mission!

Our continued focus on this mission has enabled Crown Poly, Inc. and the PULL-N-PAK® brand to become the industry leader in bagging systems.

Today, retailers in over 25 countries worldwide, and one of every four supermarkets in the U.S., use the PULL-N-PAK® bagging system.



PULL-N-PAK®'s global popularity is directly attributed to its **PROVEN** ability to help grocers achieve bottom line objectives:

- Increased Sales
 - The only bagging system proven to do so!
- Improved Profitability
- Guaranteed Reduction in Bag Waste
- Increased Customer Satisfaction



Innovation

Crown Poly has pioneered a steady stream of patented and industry changing innovations:

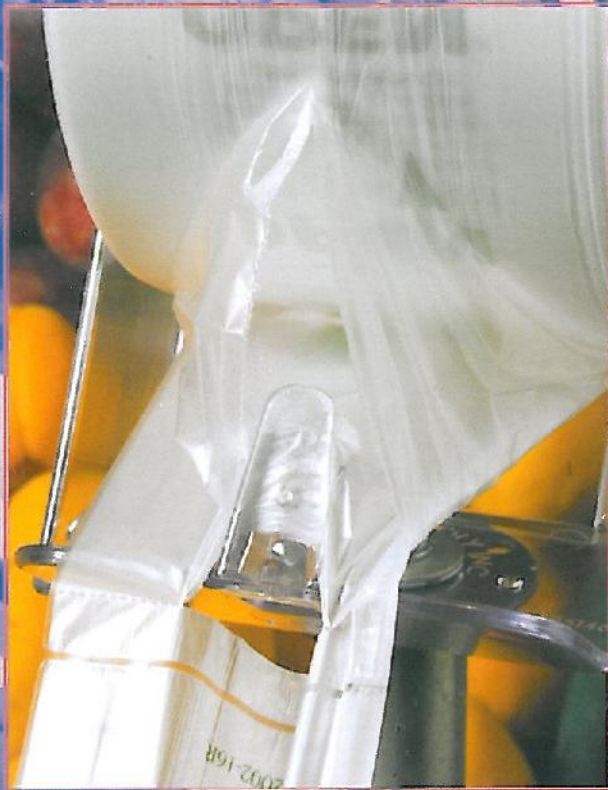
- One Bag at a Time Dispensing
- Self-Opening Bags
- Enhanced Self-Opening Bag



The **PULL-N-PAK**®
Bagging System
has over **10** patents!

Our Customers.

The PULL-N-PAK[®] Enhanced Self-Opening Bag



- Solves the #1 Customer Complaint about produce bags.
- Pre-opened while on the dispenser!
- Dispenses one bag at a time.

Great Products

PULL-N-PAK[®] bags and dispensers have many other value-added features and benefits!

■ Large 15" x 20" Capacity

- ◆ PROVEN to generate increased sales!
- ◆ 50% more volume than standard roll bag!

■ Star-Sealed Bottom

- ◆ Leak proof & much stronger than any other seal.
- ◆ Creates unique concave shape that leads to increased sales.

■ Wide-Opening

- ◆ Easy to Load.

■ Static-Free Bags

- ◆ Stays open for easy filling.

■ Specialty Bags

- ◆ Bags for items such as Greens, Fresh Corn & Yams, Meat, Bulk & Bakery.
- ◆ Products available in HDPE and LLDPE.



Continual Product Improvements



Crown Poly's focus on having the best products doesn't just end with innovation. We continually introduce improvements on PULL-N-PAK® bags & dispensers.

This ensures our customers are always getting the best product that can be made today!

High Quality Service

Crown Poly's innovative products are complemented by a dedicated sales organization that delivers unparalleled service and support.

We're dedicated to listening to our customers and delivering customized solutions that specifically meet their needs.

Full-Time Dispenser Install Team.

We're the only major supplier with full-time dispenser install teams, dedicated to getting customers up & running quickly - without disruption!

98% Customer Retention.

Our 98% customer retention rate is a testament to great service and products!

The Lowest Customer Return Rate in the industry.

Crown Poly has a .0001% customer return rate!

PULL-N-PAK®
dispensers are
compact, neat
and attractive -
blending
unobtrusively
into any
grocer's
store set.



How Do We Stay The Best?

Delivering Solutions.

Only PULL-N-PAK® Is Proven to Grow Sales & Profits!

- Willard Bishop Consulting* measured PULL-N-PAK®'s impact on retail sales, profit & customer satisfaction.
- 17-week test conducted in 16 stores of one of the country's largest supermarket chains.
- Proves that VALUE, not price, is the most important factor when making a purchase decision.

Increased Weekly Produce Department Sales 1.6%

& Gross Profit .7%**

PULL-N-PAK® Can Generate up to an additional **\$1.8 Million**
in Annual Gross Profit per every 100 Stores!

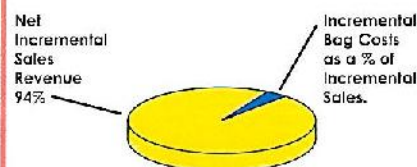
Weekly Incremental Sales & Profit Lift
(as a Percent of Total Produce Department Sales)



Incremental Sales Generated Were 16X Larger

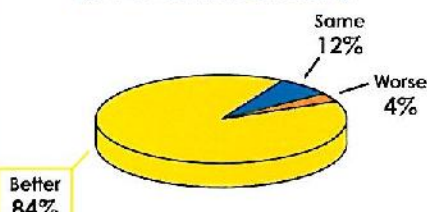
than the Incremental Cost.

Incremental Bag Costs
as a Percent of Incremental Sales



Shoppers Overwhelmingly
Prefer PULL-N-PAK®

Overall Comparison of PULL-N-PAK®
to Commodity Bags
(% of Consumer Respondents)



Primary PULL-N-PAK® Bag Characteristics
Rated as Better than Commodity Bags
(% of respondents currently using PULL-N-PAK® Bags)

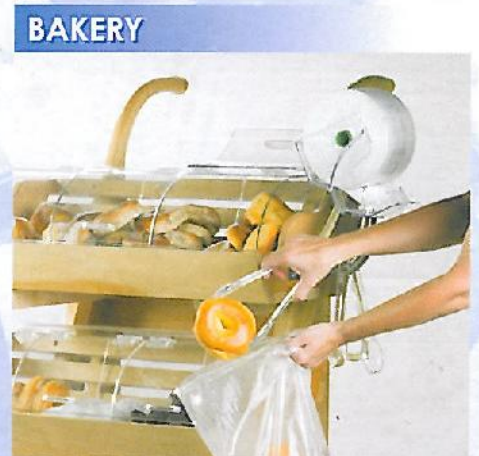
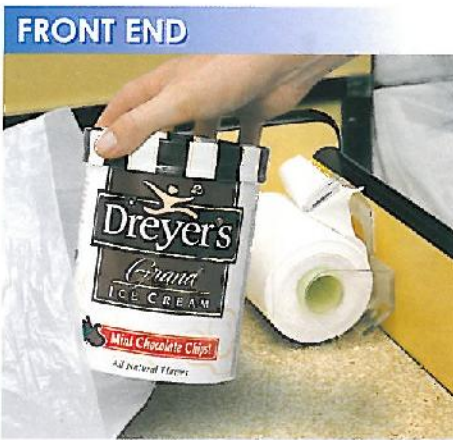


* Leading independent consultant to the grocery trade.

** Based on Progressive Grocer Estimate of \$50,000 per week average in produce sales and 44% average gross margin.

The PULL-N-PAK® Family of Products Experience the Best.

PULL-N-PAK® has specialized products for every department of the supermarket.



PULL-N-PAK®

THE WORLD'S BEST TOTAL STORE BAGGING SOLUTION!

Contact us at (323) 585-5522, email us at consumer_relations@crownpoly.com or visit us at www.CROWNPOLY.com

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