

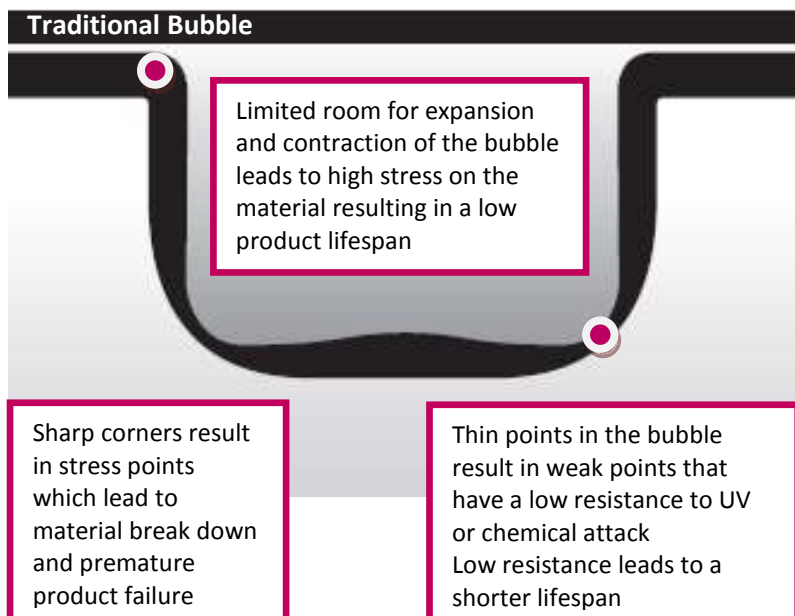
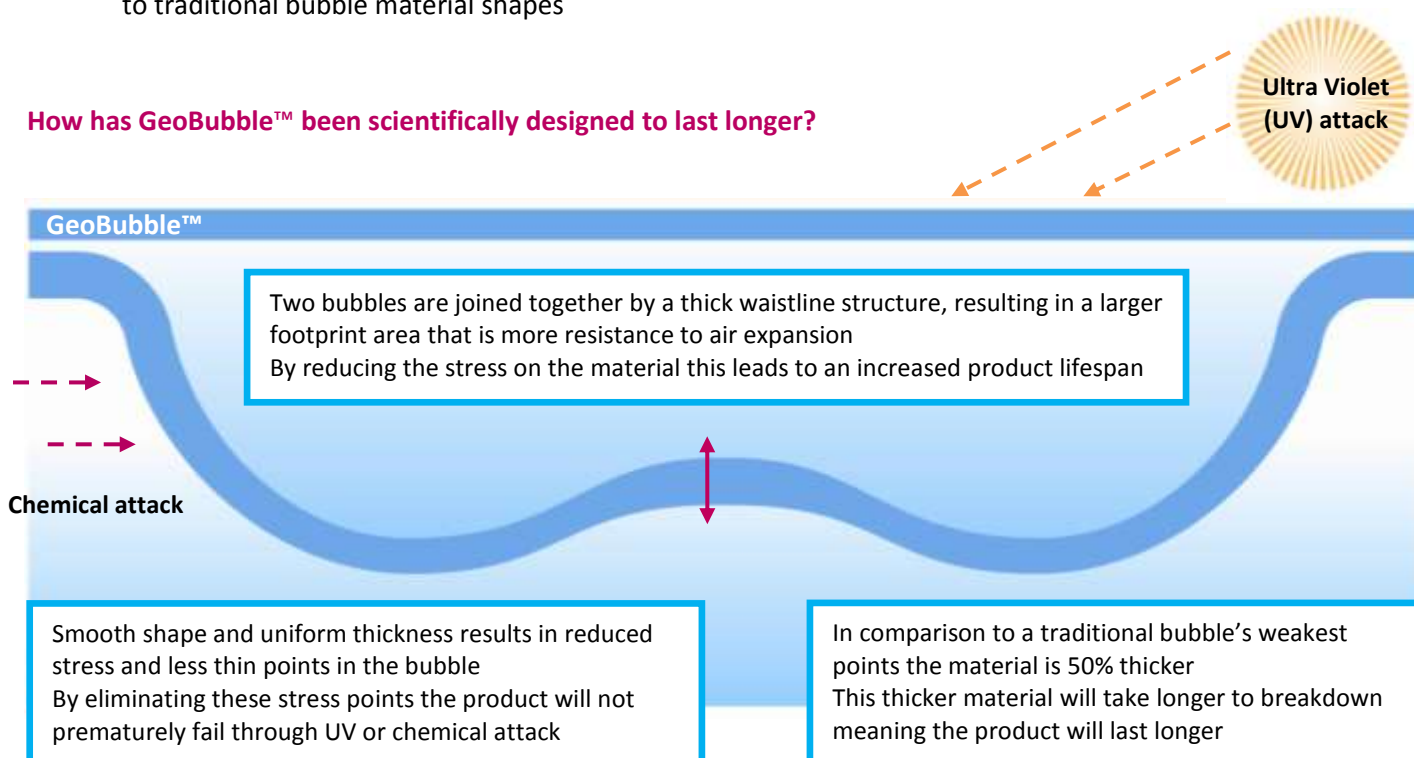
GeoBubble™

What is GeoBubble™?



- It is a new innovative swimming pool bubble cover material created through research and development, that is scientifically designed to improve the lifespan of the material
- It has a distinctive shape that is unique and will catch the end consumers' eye's creating curiosity and interest
- Is the next generation of premium swimming pool bubble cover material and is available in all of our colour range and Guard materials
- Is specifically developed for use in swimming pools meaning the design has multiple benefits in comparison to traditional bubble material shapes

How has GeoBubble™ been scientifically designed to last longer?



These features mean that GeoBubble™ will withstand chemical and UV attack for longer than a 'traditional' shape bubble, and as a result will **increase its expected lifespan by 25%+**

How has this new and unique bubble design been developed?



Plastipack's GeoBubble™ design was scientifically refined through research and development in collaboration with the polymer centre in London Metropolitan University and the University of Brighton. A Knowledge Transfer Partnership (KTP) conducted over a 5 year period focused initially on understanding how bubble swimming pool cover material worked and how it could be improved. The key elements established from this research were that the cause of material breakdown was; the corrosive environment the products are placed in, combined with the design of the bubbles. Although the environment cannot be changed the product design can be improved! By eliminating stress and weak points an optimum product was developed to be more resistant to UV and chemical attack, resulting in the product lasting longer.

"The new GeoBubble design has been engineered to give increased stiffness to the form and increased life for the product. This has been done after careful analysis of the shape, material and manufacturing process. The final bubble form is attractive and also has more uniform wall thickness and much less internal stress"

Dr Mathew Philip, The Polymer Centre, London Metropolitan University

What does the market think?

Our research shows that in purchasing a swimming pool cover, the key features pool owners are concerned with are:

- Longevity of the cover ☒
- Efficiency saving ☒ * Guard materials
- Ease of getting a cover on and off a pool ☒

The focus group showed excitement for the new product and believed in its benefits. They were pleased that a high quality product with clear information would be available in the marketplace. Plus from the success of our Guard products to date, we know that pool owners want premium products.

How can Plastipack support you?

- We are currently developing a GeoBubble™ webpage for this brand
- We are currently designing leaflets and Point of Sale (POS) materials aimed at the end-user
- We can provide you with a number of product samples
- We will be pleased to discuss your individual sales and marketing needs

Summary

At Plastipack we are excited about GeoBubble™, its features, and the benefits these bring in making swimming pool covers last longer. This new unique design combined with the stabiliser package in our existing colours and premium Guard materials will result in a first-class, long lasting swimming pool cover material. We hope you can see the opportunity for GeoBubble™ in your market place, and with our support, are ready to introduce this exciting new product in your coming 2011/2012 season.



PLASTIPACK LIMITED

