

Renewable Packaging Materials From a Brandowner's Perspective

Pacific Rim BIO Conference

October 2012





15

206

3,500

700,000

20,000,000

1,800,000,000





15

206

3,500

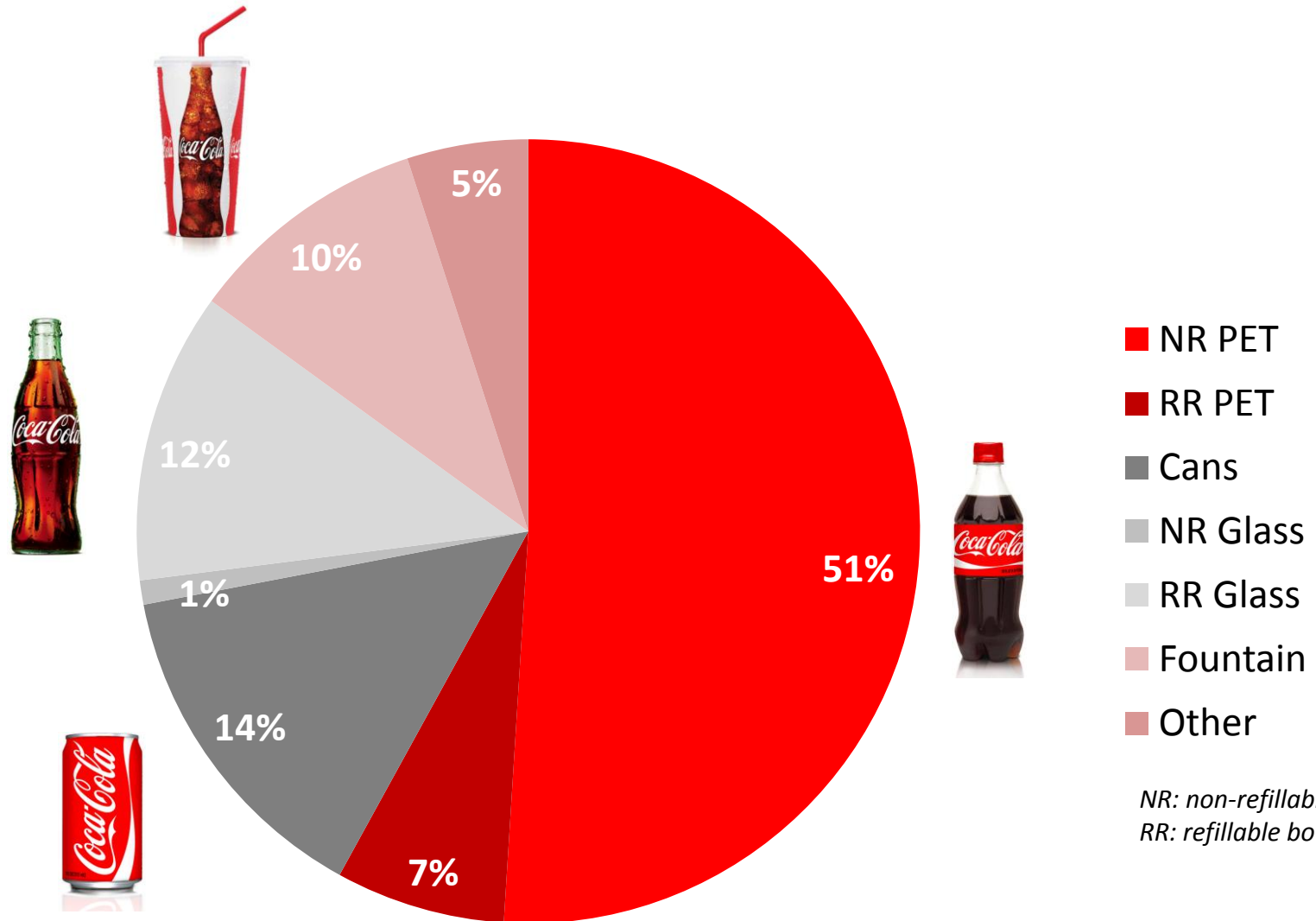
700,000

20,000,000

1,800,000,000

Primary packaging globally

(% volume delivered)





PlantBottle™ is Better By Design...



PlantBottle PET is chemically & physically **THE SAME AS** petroleum-based PET:

- Same PET resin suppliers
- Same bottle conversion process
- Same bottle filling process
- Same material performance
- Same recyclability
- Like petro-based PET **IS NOT** biodegradable



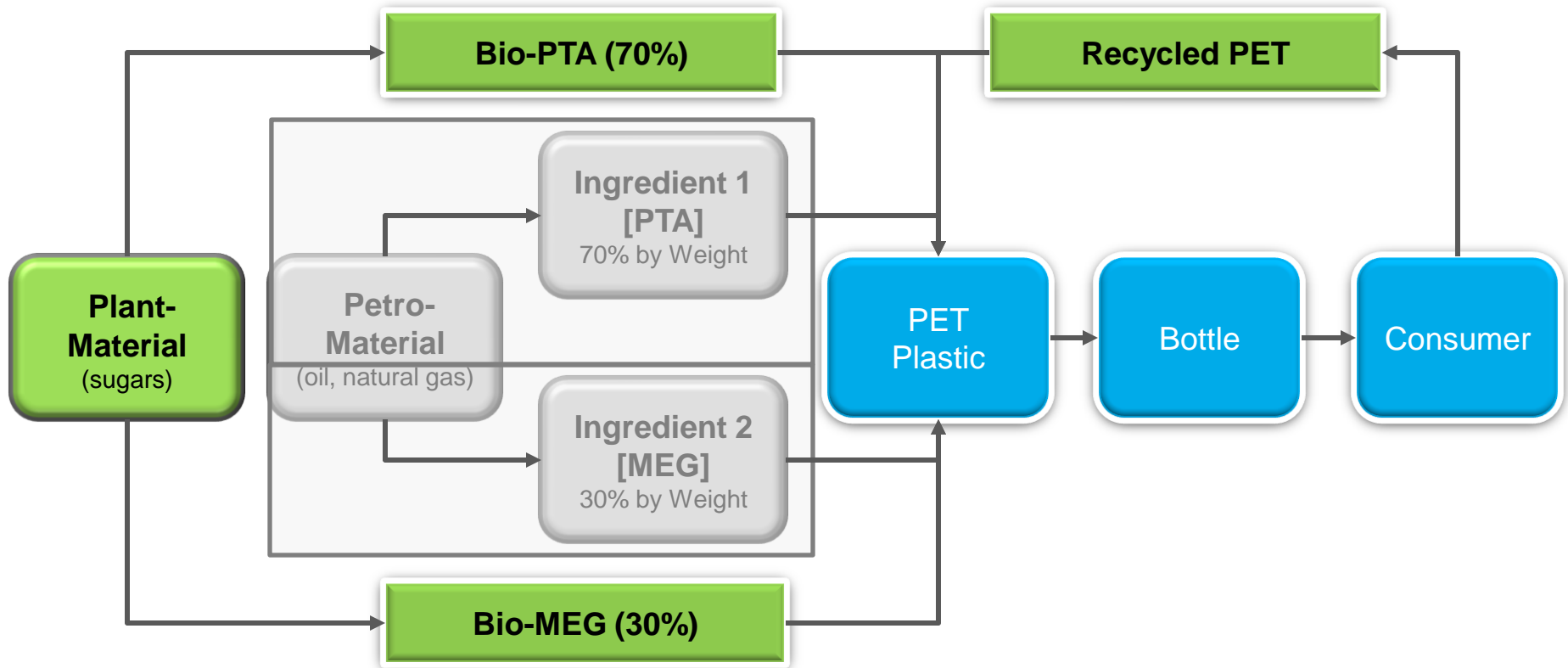
+2 Years, +20 Markets, +10 Billion Bottles



2020 Goal: To have all plastic PET bottles include responsibly sourced plant-based materials that are fully recyclable



Technology



* Patent pending on claim "Plant-based PET material with 1% to 100 % plant based content from bio MEG and/or bio PTA"

Innovation Collaboration: **Technology**

Understand research and development landscape

- Technical Advisory Board (TAB)
- Supply Base
- 3rd Party Consultants
- IP landscape review and deep dive



PlantPET Technology Collaborative (PTC)



plantbottle™ Next Generation Pathways

