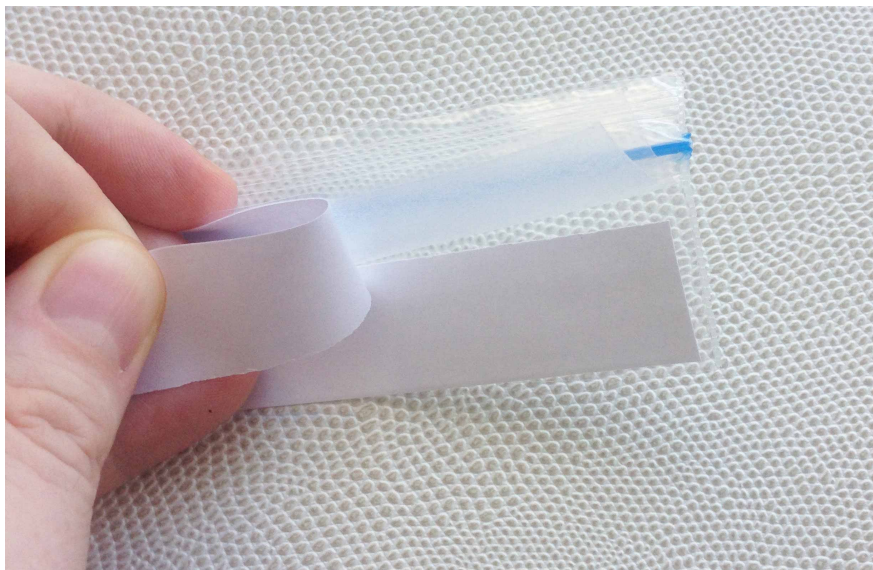
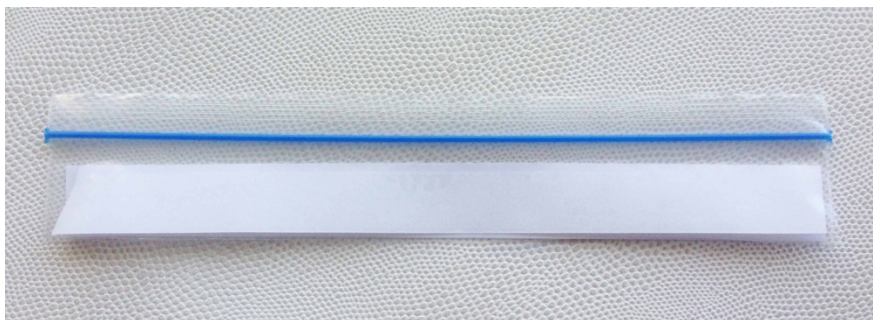


## **Product description - easyLOCK**

As company owner and Patent holder, I am getting a product into market soon which is aligned to the common known plastic food bags, with an integrated zip lock (with or without slider) on top.

I have modified the solution in a way, to provide just the zip lock mechanism, with a plastic extension and adhesive surface, so this zip lock can be attached to any existing bag (plastic, paper) to re-close it once opened.

Please see the following pictures which are samples of the product

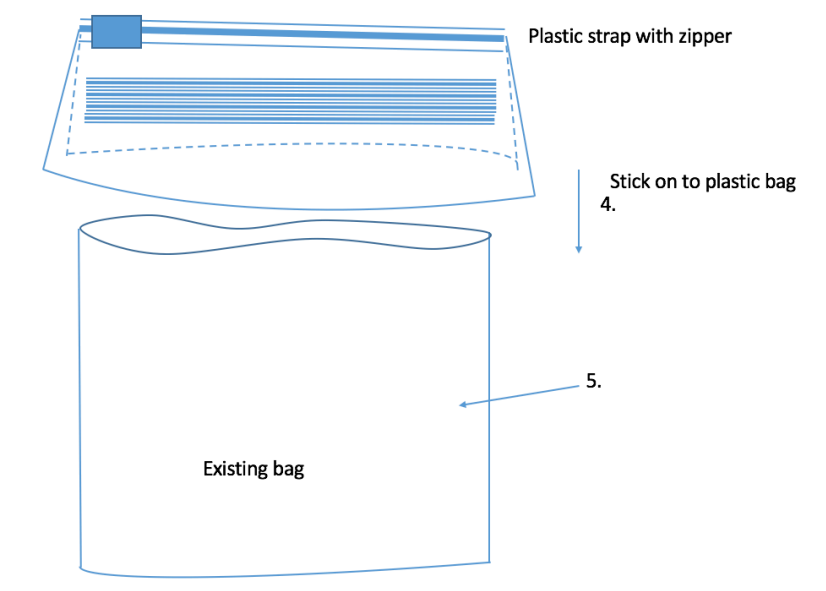


How does it work:

Just remove the protection foil from the adhesive surface on both inner sides of the product, and then simply stick and attach it to any bag (snacks, vegetables, flour, sugar, ...) to close it safely once opened (and when there is not any other closing mechanism existing)

The straps have a length of approx. 25 cm, so they can close even big bags. For smaller bags, just simply cut off the strap with scissors.

In case you will cut off the strap which includes the slider, there will be a little plastic clip delivered with the product, to be stick at the end of the slider bar, so that the slider itself cannot move out. The clip is part of the slider based product. It's a little small tiny plastic piece, which will be attached over the slider bar, at the end of the strap.



## **Packaging design:**

I will need the full graphic design of the packaging where these straps will be packed. The packaging will have to hold 8-10 straps of the dimension of 25cm x 5,5cm each.

The color and the design has to be created in a way so that it will stand out and demonstrate immediate value to customers. Maybe something new/fancy/whatever...but still serious enough to let the consumer perceive it as serious and valuable product.

The packaging should also demonstrate in a simple way how the product works.

Packaging also needs to have some space for general company stuff, like internet address, sales/contact information, etc...

### **Logo/Brand Name:**

My current Brand Name is 'easyLOCK'. The logo is attached separately, colors can be changed to any color necessary.

### **The Target Market / Audience trying to reach:**

All consumers who also buy things like snacks, food (sugar, flour, coffee, .....), even liquids in plastic bags (like washing detergent, etc...).

So everything what comes packed in plastic or paper bags, will be qualified to use that

product.

### **Design Specifics; preferences or ideas for Style, Colour, Imagery, etc**

Logo is attached separately, also some product design recommendations.

I will need several variations of that packing in the future, for example to be used in the freezer, or 'sealed', etc.... These will be follow on projects, so I am willing to establish a long term cooperation with the winning designer.

No specific request to Color etc, it should simply stand out and should make sense for the consumer to buy.

### **Where to buy?**

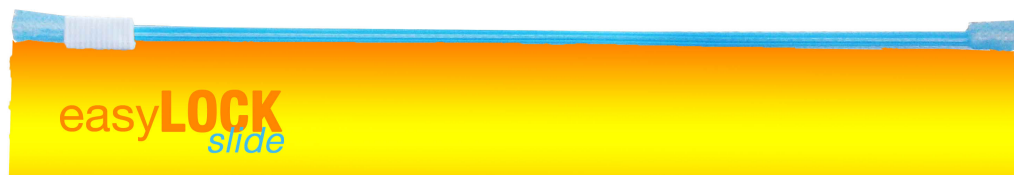
Supermarkets primarily.

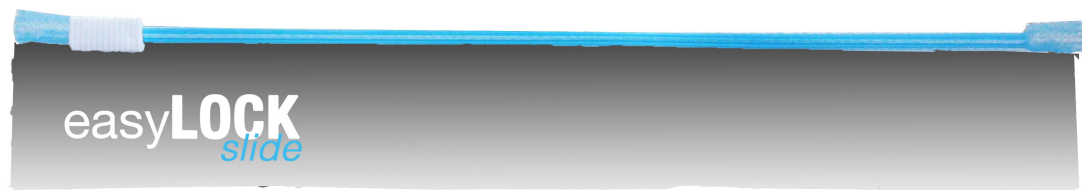
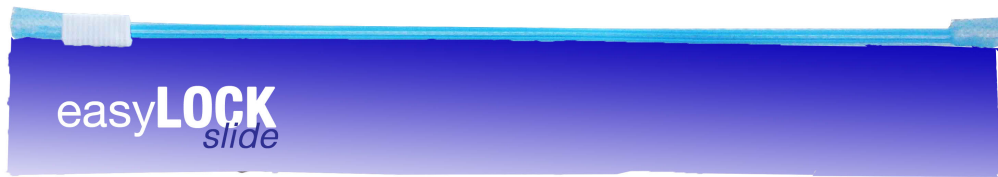
Please consider also the point of sale for your design, and where you would like to become aware of this product. Next to the snacks? Next to food (like Sugar, Flour, Salt, ...)? Next to liquids? Or everywhere? What could be the best product placement?

Please consider these thoughts into your design.

### **Product Color:**

I am also including draft pictures of the product to let you know how coloring could look like. You may choose any color for the product itself (demonstrated on the packaging), which you believe makes sense. Product needs not to be transparent, it can be any (single) color. In the examples below the products are done with zip-sliders. For the packaging here we will not use zip sliders but only standard lock mechanism as shown in the first picture at the beginning. Here are just some color inspirations....as follow up projects, we may use different colors for different usage (freezer usage, etc....). The current packaging should be designed for general useage (like salt bags, Sugar, flour, snacks, .....)





### **Unique selling points:**

- straps are adjustable in length (by simply cutting them off)
- can be used for any bag to attach an opening/closing mechanism to them (and keeping the food fresh)
- easy to attach
- fully to recycle
- works for paper and plastic bags in the same way
- no need to buy a new bag, just keep the one where the food/snacks/etc are in and just attach the closing strap.
- less plastic waste because you can just keep on using the original bag where the food is in, and don't need to pour the content into another plastic bag.