

PRESS RELEASE

CCL CONTAINER HELPS TRIMSPA FOIL COUNTERFEIT ATTEMPTS

2005 – Counterfeiting not only harms the image and bottom line of the original, but can also endanger the consumer, especially when the product in question is digested. For those reasons and more, marketers must do all they can to protect their products from counterfeiting. CCL Container is helping high profile brands in this effort by creating packaging that is virtually impossible to replicate.

TRIMSPA®, a leading diet aid and nutritional supplement, is known worldwide for its ability to transform bodies like that of spokeswoman and model Anna Nicole Smith. The product's popularity makes it a brand in demand, and as such, ripe for counterfeiting. But with CCL's help, counterfeiters will have no luck with this particular product line.

Ed Martin, vice president of sales and marketing at CCL Container comments, "Counterfeiting is a very real threat in a number of market sectors. Diet aids are no exception. A counterfeiter generally presents its lesser quality knock-off in similar packaging to confuse consumers, steal attention, and drive purchases in their direction. By making the packaging impossible to replicate, you can maintain product distinction and earned market share."

CCL's solution came in the form of an aluminum bottle. The 100% recyclable, seamless aluminum container is an on-the-shelf stand out. As the only product in the category utilizing aluminum, it immediately differentiates itself from competing brands in familiar plastic and glass containers. "When a product stands out on the shelf, everything else becomes invisible," says Martin.

To make the package especially difficult to replicate, CCL will soon be debossing a portion of the TRIMSPA logo on the side of the container. And to further foil imitation brands, intricate lithography included a monochrome screened photo image.

In addition to providing counterfeit protection, TRIMSPA's new packaging had to fulfill several other important requirements. These included tamper-evidence features, environmental friendliness, and product stability equaling or superior to that of plastic packaging.

CCL incorporated tamper-evidence functions by increasing the surface area of the lip of the bottle to accommodate a pressure-sensitive liner that served as the protective and consumer-preferred seal. Additionally, an outer plastic band covers the neck and closure of the package, delivering the anticipated ‘snap’ upon first use.

Founder and CEO of TRIMSPA, Alex Goen adds, “We decided to use an aluminum bottle in our packaging because aluminum is the most recyclable material. We are very concerned about the environment and felt it was the most natural and responsible thing to use.”

Goen comments that the package is “in perfect alignment with what TRIMSPA is all about—cutting edge science and cutting edge packaging technology. It’s like a perfect marriage. The technology of the aluminum bottle clearly supports the TRIMSPA brand, message, company values, product uniqueness, and commitment to people and the environment.”

TRIMSPA is the first in its field to use an aluminum bottle in this fashion. The entire product line will use the new packaging, including TRIMSPA® X32, LipoSpa®, and CarbSpa®. In addition, TRIMSPA’s sister company WINFUEL, Inc. will also adopt CCL’s aluminum bottle for WINFUEL™, a soon-to-be released product for those whose lives are dedicated to winning.

TRIMSPA was launched in the new aluminum packaging in Fall 2004. The market’s response has been very positive. Says Goen, “People feel great about buying a product that is sensitive to the environment. More important, they appreciate that we worked very hard to protect the quality of our product and designed our package with counterfeit protection in mind.”

Goen chose CCL because of their responsiveness to the company’s needs. “Not only are they leaders in their field, they understood our goals and worked with us to deliver the right packaging for our products.”

CCL Container is North America’s leading manufacturer of recyclable aluminum aerosol cans and bottles and is a major supplier of barrier systems. The company offers both the piston barrier system and ABS™ “bag-in-can” technology. The company’s manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

For more information on CCL’s products and services, please contact:

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