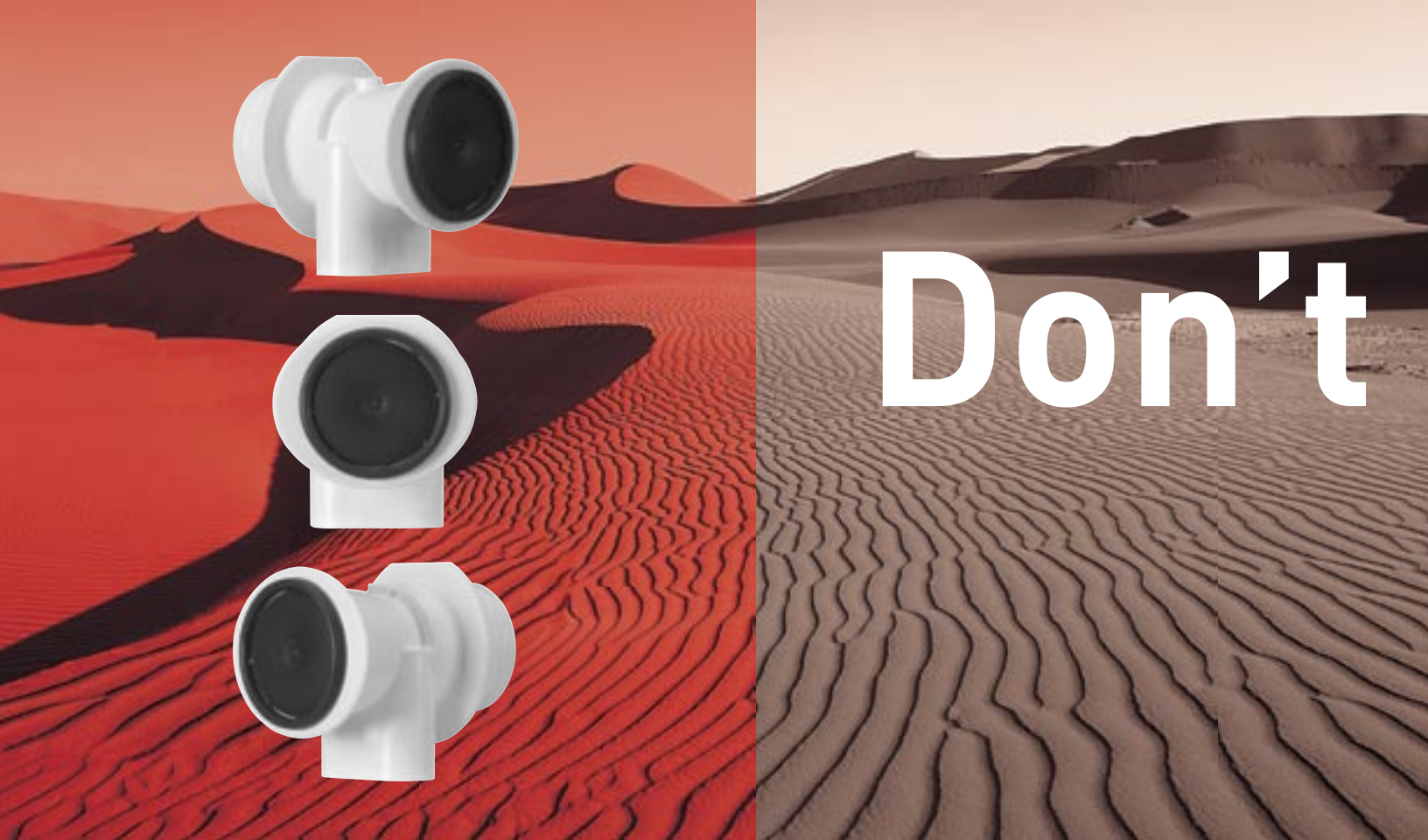


A desert landscape featuring a prominent red sand dune in the foreground with fine, wavy ripples. In the background, there are larger, smoother grey sand dunes under a pale, hazy sky. A semi-transparent red horizontal band is overlaid across the middle of the image, containing white text.

**What do you call a simple device that allows  
you to enjoy dairy products and juice safely  
for months in an environment like this?**



Don't

Call It A Tap™

It looks like a tap. It works like a tap. But it's so much more. It's the only solution in the world that keeps liquids pristine from the first drop to the last without recourse to preservatives or refrigeration.

Institutions and consumers can now have peace of mind with every push of the button, knowing that their product is safe.

Join us as we revolutionize flexible packaging. Visit us online at [www.idcdispensing.com](http://www.idcdispensing.com).

Call It **The Answer**™



## Why Do We Call It The Answer™?

Contents never break sterility from first drop to last

Refrigeration and preservatives not necessary

Intuitive, easy to use

Excellent flow rate, variable by application

Eliminates spoilage and waste

Environmentally sustainable package

Tamper evident, closed system

Moms, kids, retailers, chefs all love it

The Answer™ makes the impossible possible



## Some Questions for The Answer™

**Q: How does The Answer™ revolutionize large-format flexible packaging?**

A: By enabling it to reach its aseptic potential. Never before could a consumer use shelf-stable products over time without worrying about spoilage. Thanks to The Answer™, a whole new range of healthy, non-preserved liquids can be packaged and dispensed with ease. The Answer™ turns a limited packaging format into something exciting and cutting-edge.

**Q: What are the advantages of aseptically processed products?**

A: The gentler processing conditions lead to much better nutrient retention and improved product taste and quality.

**Q: Is The Answer™ limited to aseptic products?**

A: No. It just as effectively extends the shelf-life of hot-fill or any shelf-stable liquids.

**Q: Why do moms and kids like The Answer™?**

A: It is easy to use, safe, and the contents are more nutritious and better tasting. It is the first kid-friendly large-format package. No more spills on the counter. No more half-empty bottles. You can use it in the kitchen or take it to a soccer game or camping trip without worries.

**Q: Why do retailers like The Answer™?**

A: The Answer™ is the solution to an emerging package format, delivering far more units per pallet and higher brand awareness. The Answer™ can be advertised on the package as a symbol of safety. Using it is a statement. Using it is smart. Using it gives you a distinctive point of difference.

**Q: Why do chefs like The Answer™?**

A: Ask award-winning chef Charles Dale, who sold his two Aspen restaurants and founded Dale's Kitchen because he saw the possibilities created by The Answer™. Dale's Kitchen's mission enhances the lives of chefs by offering professional-grade products to exacting standards. Check out Charles's website at [www.daleskitchen.com](http://www.daleskitchen.com). Learn about Stock in a Box™ and the endorsement of the product by James Beard *Best Restaurateur in America* Daniel Boulud. Clearly The Answer™ for this market opportunity.

**Q: What are the pitfalls of not using The Answer™?**

A: Aseptic dispensing is serious business, and to rationalize about micro-organisms is the packaging equivalent of Russian roulette. Only The Answer™ can handle the range of sterilization required to kill mold, yeast, and bacteria. Only The Answer™ has been tested extensively and certified by FDA processing authorities. Only The Answer™ has dared to face the tough questions.



## Don't Just Believe Us... Look at The Numbers

**Moms and kids love The Answer™!**

In an independent focus group research of moms and kids (aged 6-9):

**97% of moms said it was easy to dispense product**

**93% of kids said it was easy to use**

**85% of moms would pay more for the package**

**Consumers want the benefits provided by The Answer™**

A recent study conducted by Tetra Pak USA cites consumers' top concerns:

- Protection from spoilage before and after opening
- Taste and product integrity
- Safety barriers that eliminate need for preservatives

Learn more about The Answer™ by visiting our website, [www.idcdispensing.com](http://www.idcdispensing.com), or call us at 212.957.1949



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**Don't Call It A Tap™**