



SMART LID SYSTEMS

packaging the future

Press Kit

April 2008

Latest Press Release

FOR IMMEDIATE RELEASE
14th May 2008

Color Changing Coffee Cup Lids Win 'Best of Show' AmeriStar Award

The Institute of Packaging Professionals Honors Australian Firm Smart Lid Systems with 'Best of Show' Packaging Award beating over 100 packaging companies across 15 categories.

Chicago, May 14, 2008 – Smart Lid Systems, the inventors of the disposable color changing coffee lid, have been awarded the 'Best of Show' AmeriStar Packaging Award. The AmeriStar Packaging Competition is hosted by The Institute of Packaging Professionals in the USA and is considered the Oscars® of the packaging industry.

The smart lid alerts consumers their coffee may be too hot by changing from a dark coffee color to a bright red when the lid is applied to a hot drink. Your daily coffee will now be a more colorful experience as you watch it morph to bright red then change back to a dark brown as it cools.

"Receiving this level of recognition within the US packaging industry is huge news for an Australian company. The demand for our product is growing in all the major regions of the world. We are now seeking manufacturing, distribution and expansion partners across USA and Europe", said Nick Bayss, Managing Director of Smart Lid Systems.

Mr Bayss added:

"Online purchasing is now available on our website, with international sample packs allowing customers, both commercial and retail, to experience our product. Commercial foodservice quantities will be available for sale online in late 2008".

"Good coffee deserves great packaging, and the Smart Lid will complement quality printed and insulated cups and differentiate take-out venues from those using regular white lids".

The company has previously received two industry awards, and has been featured on CNBC, Good Morning America, the Discovery Science Channel and in Reader's Digest Magazine and Business 2.0 Magazine, to name but a few.

The Smart Lid also won a second AmeriStar Award for its individual category 'Food – Institutional'. The 'Best of Show' Award was sponsored by Lansmont Corporation, and The Institute of Packaging Professionals is the leading packaging body within the USA.

High resolution pictures available at our Media Resource page or call / email for a full product brief / more photos

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Product Description

Manufactured with a food grade compliant color-changing additive, when **cold**, the lid is a regular dark brown (coffee) color.

When **hot**, the lid turns red to remind your customer to be careful.

As the drink cools, the color of the lid changes back to the regular coffee color.

Your lid is correctly fitted if there is a complete brown ring around the lid and incorrectly fitted if there is a broken ring around the lid.



*The color changing lid is manufactured and distributed under license.
Patents pending and granted: WO/2006/089375 & WO/2002/055405

Product Features

- A **BRIGHTER** eye-catching package.
- A **SAFER** product that visually warns of the hot contents, and whether or not the lid is on securely.
- A **SMARTER** solution for all foodservice & workplace environments.



Product Features

The color changing beverage lid is the world's first visual indicating lid system. Coffee drinkers and surrounding people are now able to be visually aware of the hot contents being transported.

- ➔ Imagine a coffee cup lid that was **smart** enough to communicate to your client. A **brighter** eye-catching package.
- ➔ A lid that **glowed** when it was hot, making a **safer** product that may visually warn of the hot contents.
- ➔ A **smarter visual** solution for all foodservice & workplace environments.
- ➔ A lid that **communicated** to your client that their beverage was fast becoming too cold to drink.
- ➔ A lid that **shows** it has been correctly applied.
- ➔ A lid that offered a **new media** for advertising and branding.
- ➔ And a lid that could **Speak every language in the world.**



About The Company

- Smart Lid Systems is a Sydney based product development company specializing in ground-breaking smart plastics. Smart Lid Systems was born in 2001 as research began into the method of creating a better visual delivery system for disposable hot drinks.
- Founded by 3 family members involved in the café / restaurant industry for about half a century.
- Five years of plastics testing in Australia, Switzerland, China and Japan has resulted in this innovative product and manufacture process.
- Smart Lid Systems has multiple patents granted and pending worldwide.
- The lid uses food-contact compliant additives which adhere to FDA guidelines and is 100% recyclable.



Awards

The color changing lid has been applauded by the packaging industry receiving awards in the QSR & FPI Awards USA 2005, the acclaimed DuPont International Packaging Awards 2006, winning the silver award and the Ameristar Best of Show Award 2008.

2008

- AmeriStar 'Best of Show' Award Winner: The lid has won the "Best of Show" Award in the prestigious USA Ameristar Awards. The Smart Lid beat over 100 of the top US packaging firms from ALL 15 categories. (USA)
- AmeriStar 'Food-Institutional' Category Winner. (USA)



2007

- Award Finalist – Next BIG THING Award. (Australia)



2006

- Silver Dupont Packaging Award Winner: It covers all sectors of the packaging industry, with specific emphasis on innovation. (USA)



2005

- Foodservice Packaging Institute / QSR Award Winner: The lid was awarded third place in the leading category of "Consumer Convenience – Beverage Packaging". (USA)



Past Press Coverage

- Mass media attention



- Packaging media attention includes



- Media Recognition

- Named One of the “Best Business Ideas in the World” by Business 2.0, August 2007
- Named One of the Best 33 New Ideas from Around the World by Reader’s Digest, November 2007



Full list available at:

<http://www.smartlidsystems.com/mediaattention.htm>

Media Resources

Available On Our Website:

- High Resolution Images
- Downloadable Product Information
- Demonstration Video
- Past Media Attention

<http://www.smartlidsystems.com/mediaresources.htm>



Media Contacts

Media Enquiries

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