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## **R&D - LEVERAGE INTEGRATED SOLUTIONS CAPABILITY SHOWCASED AT DRINKTEC/PETPOINT 2009**

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*From “conceptuals”... to full production moulds...ingenious new products...and building brands  
with a new industry paradigm – see it all at Booth B3.402...*

**MUNICH**, September 14 – The benefits of the brand-building linkage of R&D and Leverage – which seamlessly integrates world-class package manufacture *and* product design capabilities, under one roof – can be fully explored at Drinktec/PETPoint 2009 here at the New Munich Trade Fair Centre, September 14-19, **Booth B3.402**.

Of particular note to converters and brand owners attending this packaging “World’s Fair” is the R&D UK’s Product Solutions Lab, or PSL, which provides in-house training modules. With both UK and U.S. centers, the firm’s global, one-stop supplier capability allows for qualification of almost any product – including those with extreme shapes and specifications.

As a result, R&D provides an unsurpassed level of integrated, plastic packaging solutions, along with world-class service, technical knowledge, manufacturing, moulding and after-sales support.

The R&D process can begin with Leverage conducting consumer insight research, then turning insight into actionable concepts, prototypes and finally unit development -- to full production moulds.

“Based upon input from our customers, we’ve created a holistic approach to integrated, plastic packaging solutions that is unlike any other,” said Alan Tolley, Managing Director, R&D UK. “In partnership with our customers, we deliver powerful, brand-building packaging that creates retail excitement, delights consumers, accelerates time-to-market and moves the sales needle.”

Added Rex Luchtel, R&D’s CEO and Vice President of Operations, “That’s why visitors to our **Booth B3.402** here at Drinktec/PETPoint 2009 will see an exciting range of end-user products, as opposed to the usual array of tools. For savvy brand owners and converters, our approach is more valuable than ever, given today’s marketplace challenges,” Luchtel said.

(more)



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With Us, *Ideas* Take Shape

In 2008, anticipating the growing demand for one-stop, cutting edge product design and mould manufacturing, R&D and Leverage interlinked their resources to develop real-world, readily- manufactured packaging solutions. Markets include food and beverage, home and personal care, healthcare and others.



According to Luchtel and Tolley, R&D UK's PSL capability is the latest in a series of expansions and enhancements designed to benefit converters and brand owners throughout the world. "Today, R&D Integrated Solutions represents a complete product solutions package," said Tolley. "Working in partnership with our customers, we provide the sales, technical, manufacturing and after sales support required in the present hugely competitive marketplace environment." Concluded Luchtel, "We are much more than superior tool makers, moulders and manufacturers – we have the complete industrial design piece too, all available within one company."

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### **ABOUT THE COMPANY**

**R&D, Integrated Solutions in Plastics**, is recognized as one of the world's leading suppliers of tooling for the food, beverage, home, personal care and healthcare industries. With offices in the United States and in the United Kingdom, R&D is a full-service plastic product solutions company. From idea, to tooling, to manufacturing, the company's packaging solutions support the branded product. Services include full mould manufacturing for PET tooling, IBM tooling, injection moulds and a full range of support functions that include sampling analysis, mold maintenance, contract moulding and processing assistance.

**Leverage, Integrated Industrial Design**, is R&D's full service consumer packaging design component, located in a separate facility within the R&D campus. Leverage's four-pronged range of services includes upfront research (retail audits, trend and color study, ethnographic research, consumer brainstorming); concept development (story boards, feasibility studies, digital prototyping, graphic design and branding); validation (online design, model making) and implementation (prototype moulds, mould sampling and low-volume production).

*(Editor's note: for a phone, or in-person interview at Drinktec/PETPoint 2009, contact Robert Schiavone, R&D, 816/525-0353, rschiavone@rdleverage.com, Alan Tolley, R&D UK, 44-0-1623-556287, atolley@rdleverage.com. , or visit the company online: [www.rdleverage.com](http://www.rdleverage.com) )*



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