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FOR IMMEDIATE RELEASE

R&D'S LEVERAGE® INTRODUCES – THE FIRST WASTE-FREE DISPENSER FOR VISCOUS PRODUCTS

Latest industry breakthrough from R&D Integrated Solutions in Plastics' new consumer packaging design component, Leverage®

R&D/Leverage International, November 3, 2008 – The new dispenser for viscous products – ingeniously sculpted to match the contour of the standard butter knife blade – is the latest

breakthrough in consumer package design and available to Brand Owners from Leverage®, the new consumer packaging component of R&D Integrated Solutions in Plastics (www.rdleverage.com). “This design is built for the sandwich-making process,” said Corwyn Strout, Creative Director of R&D's Leverage design unit. “In today's cluttered retail environment, you have only a few seconds to capture the attention of the



consumer. “Here's a completely new look to a kid centric market segment that has played it safe for decades. Our design is highly functional, provides real consumer value and captures shoppers' attention at the point of sale. It will build brands. “And, in addition to the package's curvaceous shape, its full sleeve allows for an added, tamper evident seal, and permits added graphics – for even more shelf ‘pop.’” Sleek and efficient, the outwardly curved lower bout matches the profile of household knives used by kids and parents alike in the preparation of sandwiches and quick kitchen snacks, making complete extraction of the product – whether peanut butter, honey, marshmallow crème or flavored sauce – easy, safe and fun.

(more)



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R&D, Integrated Solutions in Plastics - formally known as R&D Tool & Engineering – takes an innovative left brain-right brain approach and melds the company’s design expertise and world-class engineering capability. “Our approach gets highly creative designers into the process at the front end of the assignment,” said David Wescoat, R&D Vice President of Engineering. “Ours is a process unique to the industry, that leads to designs that cut to the heart of the brand essence – and which are manufacturable. R&D 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 Kansas City, Missouri metro area and in the UK, R&D is a full service plastic product solutions company.

Leverage®, **Integrated Industrial Design** - is R&D’s full service consumer packaging 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 molds, mold sampling and low-volume production). R&D’s integration of industrial design and engineering prowess enhances both time-and cost-efficiency and results in a positive return on investment for our customers. . “This is what we call the Visual Voice,” said Robert Schiavone, R&D Global Marketing Director. He adds regarding the new company branding, “We are not just a Tooling company – but a Full Service Packaging Solutions Company, rebranding is just part of diversifying our companies capabilities to adapt and thrive in an evolving industry by bringing solutions to both Brand Owners and Converters – while the rest of the industry lets itself become commoditized.”

For further information, visit the company online at www.rdleverage.com

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(Editor’s Note: to arrange an interview or obtain high-resolution digital photography, contact Robert Schiavone at 816-525-0353, rschiavone@rdleverage.com)



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