



SealBev

A NEW GENERATION OF OPENING MECHANISM

Beverage Container Innovation Ltd

Revolutionizing Beverage Containers





The Turner

a re-sealable top end

a game-changing consumer experience



Before opening



Open



Re-Sealed



Videos

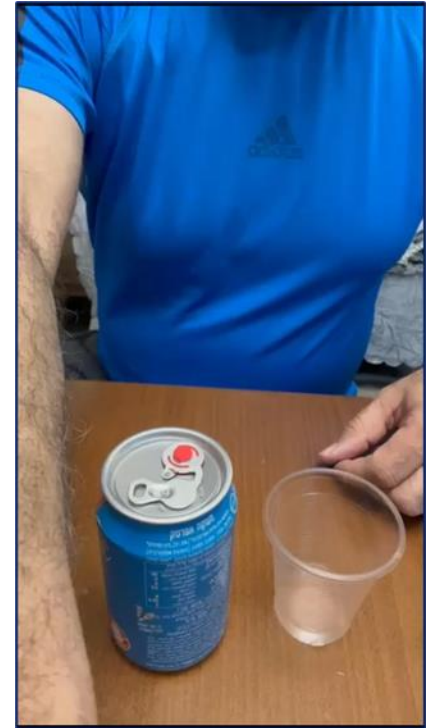
Click images to watch video
(must be online)



Coke opening and re-sealing



Pepsi Re-opening and re-sealing



Sprite opening and re-sealing



Evolution of can opening mechanisms



1st generation

~100% Penetration

Convenience



2nd generation

~100% Penetration*

Reduced pollution
Reduced injuries



3rd generation

X% Penetration

Resealable
("GAME CHANGER")
No pollution
No Injuries
Food-grade silicone



4th generation

Each new generation replaced the previous one



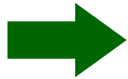
Operation



Before opening



Lift tab to open



Turn tab to drink



Turn and press down
to re-seal



Handling by bottlers

- Un-Packing using existing commercial equipment
- Filling/Seaming: same as Stay-on-Tab
- Stacked in sleeves, no alignment necessary
- Can Handling: same as Stay-on-Tab



Consumer experience

First impression

- Consumers know how to open (intuitive)
- Consumers understand it's re-sealable (intuitive)
- Vent sound (same as Stay-on-Tab)

Easy opening (compare to Stay-on-Tab)

- Same Mechanical leverage:
 - Same leverage
 - Same force required
 - Easier start of lift

Drinking convenience

- Drink opening is same as Stay-on-Tab
- No plastic obstruction



Ball

Easy Closing

- Reverse of opening, intuitive
- Consumer knows product is closed:
 - 'click' sound
- Low closing force (less than for opening)



Recycling

SealBev's solution

- Aluminum with small amount of silicone
- No need to separate materials
- Silicone incineration is non-toxic*
- Other products have plastic and rubber which are toxic when incinerated



SealBev

Other solutions



Ball corporation: Alu + plastic



Xolution: Alu + plastic + rubber

* jehbco.com: While burning, silicone products primarily decompose into silica (SiO₂) and carbon oxides. As silicones do not contain harmful sulphur or halogen containing substances, their decomposition by-products are largely non-toxic.



Development Status

- International PCT filed, patents to be filed by September 2024
- Preliminary design completed
- Preliminary prototype developed (simple sample)
- Required: refinement of prototype and proof of readiness for mass production
 - Engineering refinement
 - Tooling for trials
 - Testing
 - Refining design
 - Trial runs



Business model

- License manufacturing rights
- Dual marketing:
 - To manufacturers of aluminum cans
 - To brand owners
- Earn royalties
- Continue innovating:
 - Improve existing products
 - Develop new products



Founders

Ismail Dabbur, co-Chairman ,Inventor



- Developer of closures for food, beverages and pharmaceuticals
- 5 granted patents, others under development (including for beverage cans)
- Patent for beverage bottle screw-caps developed with the Coca-Cola

Jonathan Ben-Cnaan, co-Chairman, CEO



Management roles in rapid growth companies:

- CFO, Bateman Engineering (sales from \$120 to \$650m, 6 years)
- CFO, SodaStream (sales \$30m to \$150m, 5 years)
- Co-CEO, Sharan Medical Care at Home (sales tripled, 3 years)
- Two public offerings in London as CFO, numerous M&A deals

Moshe Bar Haim, Head of Product Development



- CEO (2007-2018), Real-Cap/Elocap, a manufacturer of plastic caps for beverage cartons (1.5 billion caps annually);
- VP Engineering and Operations (1994-2007), SodaStream. Managed manufacturing of metal and plastic containers for global markets

Piarras de Cleir, Chief Engineer



- Principal Engineer - Global Packaging R&D, Coca-Cola Company (7 years). Most senior packaging engineer at Coca-Cola. Led global development of innovative packaging for beverages (containers, caps and closures)
- Research Principal, Kraft Foods (20 years), responsible for guiding growth and packaging productivity projects for Beverages, Desserts, and Coffee
- 43 granted patents, Beverage Industry Award for Best New Packages



Development Budget



Engineering and related costs

Item	Amount	Unit cost (€)	Total Cost (€)
Consulting retainers (top end, turner, silicone seal)	5	20,000	100,000
Tools (several iterations, trial and error):			
Top end	5	10,000	50,000
Turner	5	10,000	50,000
Metal shop machinery + press (use by the hour)	100	100	10,000
Materials (aluminum sheet for testing)	1	5,000	5,000
			215,000



Team, Professional Services and Travel

	Monthly Full Time Equivalent (€)	% employ ment	Months	Total Cost (€)
Cost of employment*				
Jonathan	12,500	33%	9	37,125
Ismail	12,500	50%	9	56,250
Moshe	12,500	33%	9	37,125
Piaras	12,500	25%	9	28,125
Legal, Accounting				25,000
Patent advisory services + fees				25,000
International travel:				
Israel-Dubai**				12,680
Israel-USA (for example, Cincinnati, Ohio)***				16,000
				237,305

* the % of employment of the principals may vary during certain periods, and the mix between us may be different, but the total will not exceed the amount indicated.

** 4 trips, airfare €370, 7 days @ €400 per day (hotel, food, transportaton)

*** 4 trips, airfare €1,200, 7 days @ €400 per day (hotel, food, transportaton)



Development Budget Summary

	EURO
Engineering and related costs	215,000
Team, Professional Services and Travel	237,305
Contingency	47,695
	500,000



Thank you



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