

Knowlton Development Corporation and Easypack Solutions strike partnership on innovative “Butterfly” uni-dose packaging technology

Knowlton, Quebec, November 12, 2008 --- Single-dose and trial-size packaging used in the health and beauty industry is about to become significantly more functional and convenient through the combined efforts of Knowlton Development Corporation and Easypack Solutions.

Under the partnership, LEKinc, a KDC subsidiary in Knowlton, Quebec, will become the first facility in North America to manufacture and fill the Butterfly, a revolutionary uni-dose package designed and produced by the Bologna, Italy-based Easypack Solutions. The innovative packaging offers leading personal care brands worldwide with a new and cutting-edge technology, giving consumers the most efficient and practical single-dose packaging on the market today.

The European-developed technology— introduced to the North American market at this week’s PackExpo trade show in Chicago— produces a unique rectangular sealed package on a vertical form-fill-seal-machine. The machine packages liquid or semi-dense products into the proprietary Butterfly package, so-called because it takes the shape of a butterfly when consumers fold the package with their fingers to easily dispense the entire contents.

“I was awed by the technology and the entire concept, from the first time I saw it, and I wanted KDC to be the first to have it in North America,” said Duncan Coopland, Vice-president of Sales and Business Development for KDC and the partnership “broker”. “The functionality of the package is unmatched. Not only is it easy to use, with no-waste, precise dosing, it also provides increased messaging or branding potential on a flat surface, a value-added benefit for the brands. The packaging can do anything the traditional single-serving tubes, paquettes or blister-packs can do, but its more convenient than all them, and cost-competitive as well.”

Benny Chiavetti, Managing Partner of Easypack, said the partnership marks the beginning of the transformation of the single-dose packaging market in North America. “The design of the single-dose package has not seen significant evolution in decades – until now,” he stated. “Consumers will benefit from the ease of use of the Butterfly, and the most discerning brands will gain from KDC’s exceptional service, experience and expertise.”

For more information on this technology, please visit www.butterflypack.com

About Knowlton Development Corporation (KDC)

Knowlton Development Corporation is one of North America’s leading contract manufacturers for the Health & Beauty industry. With three plants in North America — TriTech Laboratories (Lynchburg, Virginia), BodyBlue (Mississauga, Ontario) and LEKinc (Knowlton, Quebec) — KDC is the choice of leading global and domestic brands for the R&D and production of deodorant and antiperspirant sticks, liquids, and natural personal care.

Led with a vision of partnership, innovation, and industry leadership, KDC’s growth strategy relies on service, stability and strategic foresight in a new global economy.

For more on KDC, please visit our website at www.kdc-companies.com

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