



## *Duo - adding the "social dimension" to water drinking*

### **About us**

Established in December 2005 Gemini technology innovations Ltd. has developed an exciting and innovative patented closure cap for the bottled water industry called "Duo".

The company is privately owned, with investment from private investors and funding from the research and development funds of the Ministry of Industry of the state of Israel

### **Marketing challenges faced by the water bottlers**

The bottled water industry is a highly competitive market with low customer loyalty and challenging brand differentiation. The bottled water companies are selling an almost identical product (water), using the same type of package (PET and glass bottles), with closure caps that are much like their competitors

The bottlers are forced to spend large marketing budgets on branding, advertisements, revised bottle labels, new PET bottle moulds, and new bottle caps

- Duo can enhance brand differentiation through innovation, promoting brand loyalty and attracting new consumers - resulting with market share gain
- Duo encourages recurring sales, as a result of faster bottle consumption. In addition, Duo can be marketed as a premium product improving profit margins
- Duo can be used to energize the brand images using terms such as "friends", "family" and "love", adding the "social dimension" to water drinking
- Duo can be can also be marketed as a "green" (sustainable) premium product, when used for capping larger format bottles (such as 1 or 1½ Litre bottles), emphasizing the fact that two people drinking from a shared 1 Litre bottle generate less waste compared with two smaller bottles (and so does the manufacturing of the bottle)

### **Manufacturing and supported neck sizes / thread types**

- Manufacturing: the Company is the inventor and patent owner of the "Duo" closure cap, and is not a manufacturer. The manufacturing of the Duo can be done by any authorized closure cap manufacturer.
- Supported neck sizes and thread types: the product neck/thread can be modified to any bottle neck size or thread, and the product design can be adapted to your brand identity
- Samples: We currently have a single-cavity (pilot) mould for 30-25 neck size/thread. So we can currently provide samples of this size only.



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## What is Duo?

Duo is a new patent pending (PCT) closure cap for non carbonated beverages that allows you to share your (or someone else's) drink in a totally hygienic manner

Thanks to embedded one-way valves, saliva can not return into the bottle - keeping the water fresh even when the bottle has been left for periods un-finished

Its fun, it's "cool", it's safer for children, it prevents spillage, and it's smoother to drink with, with less suction, and with no backwash!

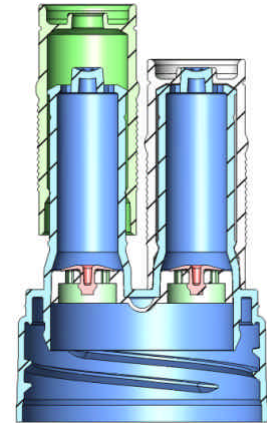
It's good to have Duo when you are together with a friend or family member, and you wish to share your drink (at school, or college, in the car, at the stadium, during recreation, on a concert, etc.)



The "Duo" closure cap

## How does Duo Work?

- This product line comes in two formats:
  - With 'one-way' valves, providing complete hygiene: called 'Duo'
  - Without 'one-way' valves, providing basic hygiene: called 'Duo lite'
- Both **Duo** and **Duo Lite** include two visually distinguishable personal drinking tubes
- Each of the personal drinking tubes can be independently opened for drinking while the other tube stays closed
- Duo contains small silicone one-way valves that allow beverage to flow through each drinking tube in only the outward direction, thereby preventing saliva, or beverage that has entered a drinker's mouth, from returning to the bottle
- Duo also contains an air intake hole to equalize the air pressure inside the bottle as the beverage is consumed. This hole contains a silicone one-way valve to prevent beverage leakage
- **Duo** is compatible with existing capping equipment, and costs only a fraction more than a regular sports cap. It can be manufactured by any closure cap manufacturer.





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## Duo benefits for Kids

- Duo makes drinking water fun and exciting for kids, with its "cool" design, allowing them to show off their "shareable" bottle at school. Parents benefit because Duo makes choosing a healthful beverage (such as water) easier
- Duo is "fun" to drink with! Kids like sports caps and they love straws, a combination brought together by Duo
- After consuming the water and removing the Duo closure cap, it acts as a "whistle" while blowing through any of its mouthpieces, generating different "tunes" as the mouthpiece is extracted to different lengths.
- Parents do not need to worry about their children catching diseases while occasionally sharing their water bottles with their friends at school
- Smoother and easier drinking experience than a common sports cap with no backwash and less suction necessary while drinking
- Spill prevention thanks to the valved drinking spouts

## Additional Duo benefits

- Duo, when used on larger format bottles (such as 1 or 1½ Litre bottles) helps protecting the environment (supporting sustainability); Two people drinking from a shared 1 Litre bottle, generate less waste compared with two smaller bottles (and so does the manufacturing of the bottle)
- Maintaining water purity - saliva does not return into the bottle, water stays fresh even when bottle left for periods un-finished
- Non-embarrassing, healthier, way to let a friend or family member drink from your bottle (or drink from theirs) in the car, stadium, concert, etc... without worrying about transferring germs to them or from them





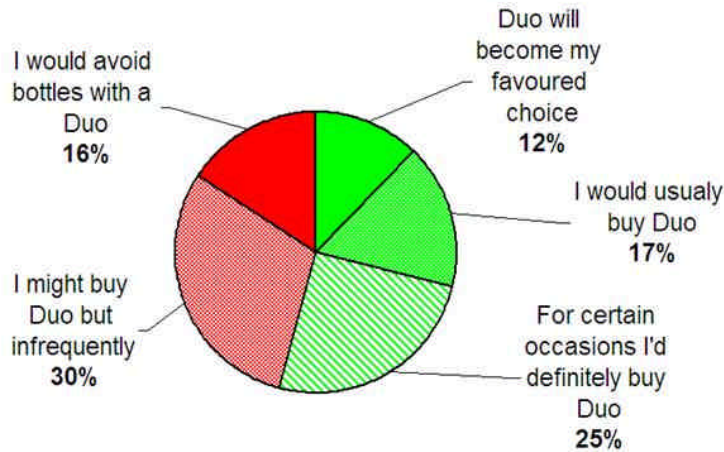
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**Highlights from the US Survey results**

The survey took place during in the US including 436 panellists (after screening 255 participants who have not bought bottled water in the last 3 months)

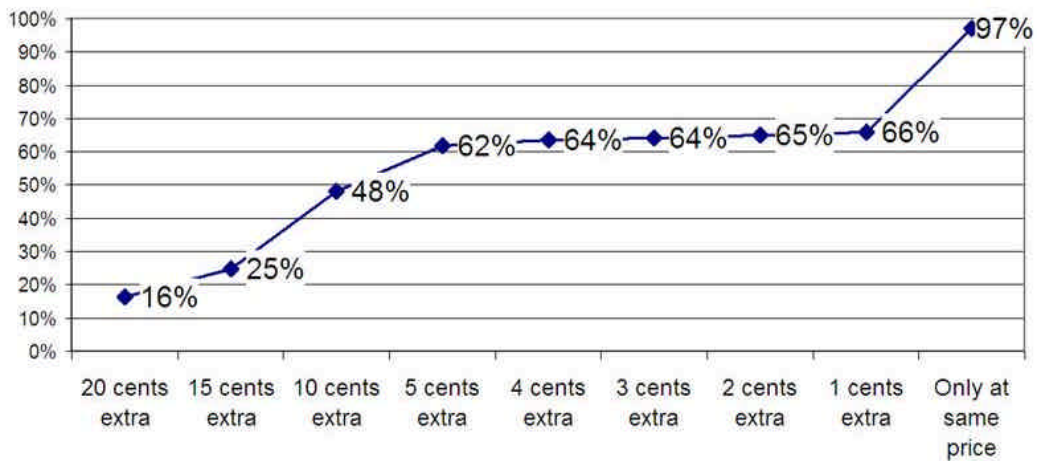
**54% said they are likely to buy Duo!**

**Question:** If it costs no more than an ordinary bottle of water and was widely available, how likely would you be to buy bottled water with this cap?



**62% of those willing to buy Duo will pay 5 cents extra for a bottle with Duo**

**Question:** How much EXTRA would you be willing to pay for, to get a bottle with a Duo?



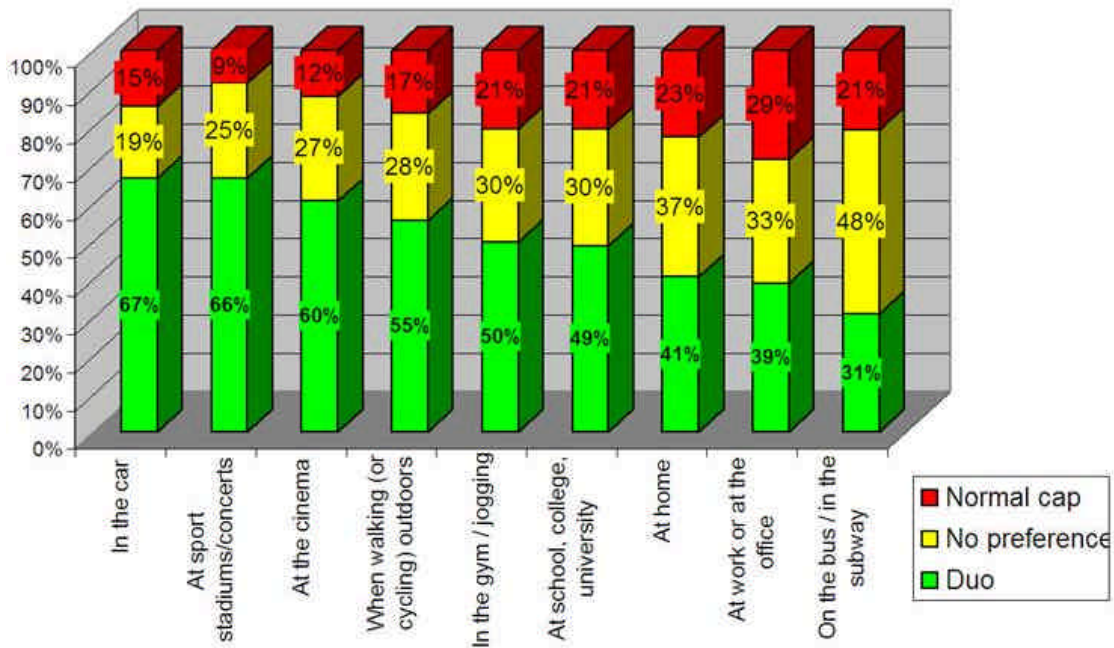
(Based on those who said they are likely to purchase Duo)



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50% or more prefer Duo over a normal cap while in a car, stadium, concert or outdoors

**Question:** Assuming, a bottle of water with the new " Duo" cost the same as a normal bottle...how useful would Duo be in each of the following situations? (Which would you prefer: Duo, Normal cap or No preference)



(Based on those who said they are likely to purchase Duo)

**Some things people wrote about Duo (US Consumer survey May 2006)**

*"I am rarely alone and would love to share my beverages but I am always afraid to do so because I don't want anyone else's germs, nor do I feel they want mine. I would find it particularly useful when traveling and sightseeing or exercising with friends/family."*

*"My son is always taking my water, and I am a bit of a germaphobic, so having a way for both of us to drink without sharing would make life grand for me!"*

*"When my family goes walking we take bottled water and my ten year old never wants to carry hers. this way we could share and she wouldn't have to carry one"*

*"Not having to worry about backwashing into your drinks,you would be able to share your drinks with your friends and not having to worry about them getting mad at you for not sharing (remember now "sharing is caring"),and it would be less likely for you to catch a cold when you share your drinks with someone else. "*



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### The Patent (PCT-IL-2006-001444)

The Patent is a very wide patent that covers any type of closure cap for any type of closed drinking container with a plurality of drinking spouts or tubes that can be opened and closed separately.

The Patent was filed in the US (provisional) and afterwards filed in PCT (WIPO). It is currently in pending status.

**Patent Priority Date:** 14/Dec/2005

**Title:** Closure cap for using with containers to allow sharing drinks in a hygienic manner

**Abstract:** A closure cap for a beverage container that enables people to share beverages from the same container in a hygienic manner. The closure cap comprises a central capping member with a plurality of drinking tubes attached thereto. Each tube can be opened for drinking while the remaining tubes stay closed and they are preferably distinguishable from each other by markings, color, etc. In particular embodiments, each of the drinking tubes or the central member comprises a one-way valve allowing beverage to flow through the drinking tubes in only the outward direction, thereby preventing saliva, or beverage that has entered a drinker's mouth, from returning to the container. In such embodiments, the closure cap preferably has one or more pressure equalizing holes to equalize the air pressure inside the container as the beverage is consumed, and optional one-way valves to prevent beverage leakage via the pressure equalizing holes.

### Claims

1. A closure cap for capping a closed-type beverage container, the cap comprising: a central member adapted for said capping of said container; and a plurality of drinking tubes attached to said central member and adapted so each of the drinking tubes can be individually positioned in an open drinking position or a closed position.
2. The closure cap according to claim 1, wherein each of the drinking tubes or the central member comprise a one-way valve allowing the beverage to flow through the drinking tubes in only the outward direction, thereby preventing saliva, or beverage that has entered a drinker's mouth, from returning to the container.
3. The closure cap according to any one of the preceding claims, wherein the central member comprises one or more pressure equalizing holes for facilitating equalization of pressure between the inside and outside of the container as the beverage is consumed, to ease drinking.
4. The closure cap according to claim 3, wherein the pressure equalizing holes comprise one or more check valves to prevent spillage via the holes.
5. The closure cap according to either one of claim 3 or 4, wherein the central member and drinking tubes are adapted so that the one or more pressure equalizing holes are automatically closed when any of the drinking tubes are closed.
6. The closure cap according to any one of the preceding claims, wherein the drinking tubes are distinguishable from each other and for that purpose comprise one of the following distinguishing features: different colors, different shapes, different sizes, different markings, different text or symbols, different textures or combinations thereof.
7. The closure cap according to any one of the preceding claims wherein the central member further comprises an internal tubular member extending toward the inner part of the container, allowing the drinkers to drink from the container while the container is standing in an upright position via suction.
8. The closure cap according to any one of the preceding claims, wherein the central member is adapted to be detachably attached from the beverage container.
9. The closure cap according to any one of claims 1 - 8, wherein the central member is adapted to be integrally formed with the beverage container.