

Press release

Nuernberg, November 16 2006

Right approach leads to one-way-keg with superior characteristics

Strong consortium announces the world-wide introduction of the KeyKeg®!

After several years of Research & Development the KeyKeg consortium decided to develop a one-way PET container with an inner bag. It proved to be the right approach. Today the consortium announces proudly the PET based **KeyKeg®** which has superior characteristics in terms of weight, preserving product quality, environment and costs. The KeyKeg® offers the breweries new marketing opportunities, enhanced quality and a considerable reduction of costs. The KeyKeg® is independently developed and therefore available for every brewery.

The KeyKeg® is developed according the bag-in-ball principle. The pressurized PET ball houses a specially developed flexible inner bag, which contains the product. The content is dispensed by pressurizing the space between the bag and the ball. This unique concept is accompanied by a complete system for filling, logistics and dispensing. The KeyKeg® though can be used on every existing beer dispensing system.

The alternative

For several market situations this approach resulted in a great alternative for steel kegs. The KeyKeg® proved to have a shelf-life of at least 9 months and, depending on the dispense system, delivers fresh beer still one month after connecting! The KeyKeg® is easily and environmentally friendly disposable and therefore eliminates the need of storage of empty steel kegs. Beside that the KeyKeg® meets with its 23 kg (filled) the lifting requirements of the European Union.

Jan Veenendaal CEO of Lightweight Containers*:' We developed the KeyKeg® according the wishes of the brewery world as they became clear during many conversations the last

years. We learned during the development process a lot and sometimes had to go back to almost the start. It proved to be worth it! Beside the obvious product and cost advantages we see that the marketing professionals of the breweries see suddenly new possibilities within existing markets and are enthusiastic about the branding possibilities. The first requests of the breweries are already there before the official introduction. It proves that there is a fast growing awareness in the brewery world for PET based one-way kegs!

Two variants

The KeyKeg® comes in a 20 and 30 litre variant; the KeyKeg 20 and KeyKeg 30. They both share the same superior characteristics, only the content differs. The KeyKeg 30 is developed for the export markets and offers 25% more beer per transport while eliminating the return transport. The loss of steel kegs in far away markets is with this one-way keg history, including all the related administration, repair and cleaning.

Consortium

The strong consortium consists out of well know companies each with a long track record in the beverage world. Every partner has it own role in the consortium. Together the companies guarantee the continuity and quality of the KeyKeg® concept:

Schoeller Arca Systems: Production assembly and stock holding

Scholle Packaging: Inner bag assembly

SIPA Italy: Blow moulding machinery and tooling

M+F KEG-Technik: Filling machines

IMI-Cornelius: Dispense systems

Lightweight Containers: Sales and Marketing

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