

Not-A-Bottle™ Container System Wins Patent - Provides an Environmentally Superior Package for Flowable Materials

Estes Park, CO - Dec. 1, 2003 - Rocky Mountain Business Solutions, Inc. (www.RockyBusiness.com) today announced that US Patent 6,651,845 has been issued for their innovative **Not-A-Bottle™** container system for flowable materials. Commercial benefits include reduced cost and an environmentally superior package.

This system consists of lightweight plastic bags, separate dispensing containers, and container caps. The disposable bags contain the flowable material, have a lip (much like a baby bottle liner), and have a "pierceable" top or pull tab for opening. The container cap captures the bag lip between the container and the top, and has a dispenser attached appropriate for the material being distributed.

Potential applications for the **Not-A-Bottle™** container system include:

- Beverages - including water, juice, and power drinks
- Dairy - including milk and soy
- Baby formula
- Foods - such as condiments and salad dressings
- Motor oil and lubricants
- Household products - including soaps, detergents, and spray on cleaners
- Personal products - including shampoos, lotions, and hair spray

In each application, an appropriate dispensing container allows ongoing reuse by simply replacing the product bag. Dispensing containers can vary -- from pop-top drink holders, baby bottles, oil spouts for motor vehicles, drinking tubes for outdoor enthusiasts -- to sprayers for cleaning solutions or hair spray.

Cost is reduced due to significantly less plastic than bottles, reduced foreign package fees, no expensive closures, and no bottle deposits. The environmental advantages include less resource (plastic) use and minimal landfill impact if the product is not recycled. With multiple refills packaged with a dispenser, the Strategic Growth Channel of warehouse and other large volume retailers is exploited.

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"The **Not-A-Bottle™** container system provides an environmentally superior alternative to current use of

disposable plastic bottles," says Charles Schroeder, president, Rocky Mountain Business Solutions, Inc. "It's ideal for everything from water and juice beverages to motor oil, household cleaners, and hair spray. I believe that corporate leadership with a strong commitment to the environment and social responsibility will be pleased with how this system can differentiate their product from their competition -- who continue to use plastic bottles for product distribution."

Rocky Mountain Business Solutions is now licensing the **Not-A-Bottle™** container system technology for use with all types of flowable materials. Exclusive, global licenses are currently available for specific application categories.

About Rocky Mountain Business Solutions, Inc.

Inventor Charles Schroeder and his wife Vicki founded Rocky Mountain Business Solutions in 2001. The company develops and markets innovations for major global industries including manufacturing, beverage and bottling, and retail.

More Information: <http://www.RockyBusiness.com>

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