



In Partnership with

# Whirley DrinksWorks – Valid Fill Presentation



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Whirley



**MADE  
in the  
USA**



- Mass personalization and packaging for standard products
- Everyday and Limited Time Offer Programs

easygo!  
by Whirley-DrinkWorks!



- Premium stainless and Acrylic products
- In & Out Programs
- Overseas Manufacturing

DrinkWorks!



- Custom Product Design
- Embodies brand and brings characters to life
- Overseas Manufacturing

VALIDFILL®  
Dispensing Wisdom™



- Prepaid Refills, Control & Self Serve
- Reinventing the consumer experience



# Made in America

Warren, PA Headquarters - From Design to Delivery



## Art & Engineering

In-house Graphic & Product Design Teams



Many printing methods:

- Process Printing
- 6 Spot-Color
- Pad Print
- Full Color Labels

## Molding

100,000 sq. ft. Molding Facility runs 24/7/365



We mold over 750,000 products per week!

## Assembly & Shipping

256,000 sq. ft. Assembly & Shipping Facility



100,000+ sq. ft. Warehouse

Corporate Offices = 51,000 sq. ft.



# Some of our Valued Brand Partners



Tim Hortons



LAS VEGAS



Lbrands



Bob Evans FARMS



SEAWORLD PARKS & ENTERTAINMENT



## Easy Go



easygo!™

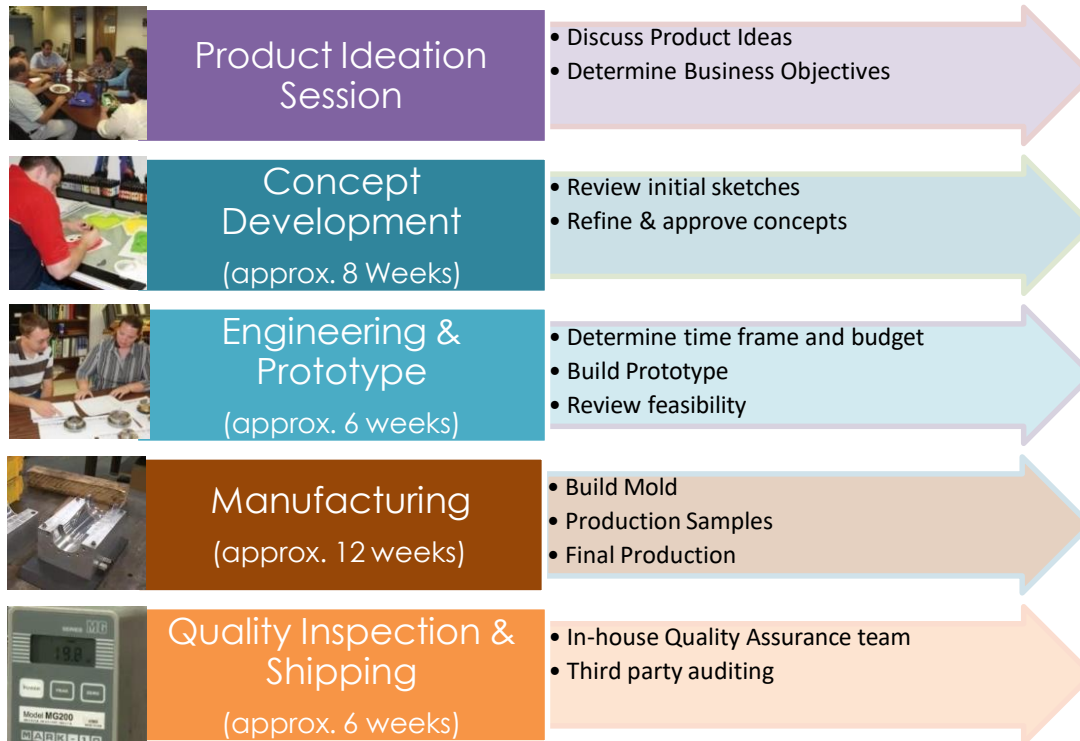
by Whirley-DrinkWorks!®

sell, refill, and profit  
the easy way!

Whirley-DrinkWorks! has led the industry for nearly 60 years with a comprehensive array of products and solutions that optimize every ounce and the drinkware that holds them. With a passion for innovation, a constant pursuit of the highest quality products, and a drive to fuel our customers' objectives, we are proud to introduce EasyGo! as part of the Whirley-DrinkWorks! family. EasyGo! is an upscale, branded refillable product line.



# Bring Your Brand To Life - 5 Step Custom Product Development Process



# Customer Project Examples



# Custom Core line Project Examples





## Innovative Technology Solutions

- Driving controlled pour with prepaid revenue through RFID enabled mugs
- Shorten lines, reduce labor and enhance your guest experience





# Beverage Category Solutions



**Legacy  
Dispenser**



**Freestyle**



**Coffee**



**Kiosk**



**Check N  
Charge**



**Wall Kiosk**

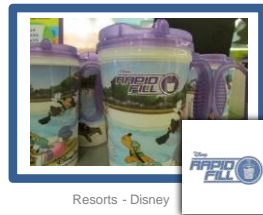


# Numerous Operators Globally are Using the Whirley ValidFill Proposition

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Cruise - Royal Caribbean



Resorts - Disney



Theme - Universal Orlando



Campus - Ohio State



21 & Over - InterContinental Hotel Group (Holiday Inn)



Coffee - Great Wolf Lodge



# Partnering with Whirley & ValidFill in Theme & Entertainment



## ValidFill Technology Solution - Value of Control

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## ValidFill Technology Solution – Check and Charge

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- Reprogram RFID Enabled Mugs
- Add or Deduct Fills
- Coffee, Soda or Frozen
- Reporting System to our Web Portal
- Customize options to fit your needs
- Cashier Facing

## Check and Charge – How's it work...



When the button on the Check 'N' Charge is touched, the antenna is turned on producing a small radio signal.

With the mug or cup sitting squarely on the top of the puck, the radio signal activates the tag.

**The Check 'N' Charge processes the information & responds by doing one of the following:**

- Displaying the information stored on the cup's RFID tag.
- Programming the cup

## Benefits of the “Good All Day” Premium Priced Vessel



## Benefits of the “Good All Day” “Good all Stay” Premium Priced Vessel

1. Improved Guest Satisfaction and Convenience
2. Reduction in Queue Line, Introduction of Express Lane for Beverages
4. Drive traffic to your Food Locations & Improve Speed of Service
5. Reduction in Waste
6. Introduce a Multi Day Vessel Recharge Fee
7. Link to Guest Loyalty Schemes
8. Link to Meal Deals
9. Profit Up Front
10. Link to resort hotels / other parks





## Mug Programming Options

Program	Descriptions	Examples	Messaging to Consumer
Set Number of Fills	Mug is authorized for a specific amount of fills	5 Fills 10 Fills 25 Fills	FILLING (X) OF (Y) DRINKS
Unlimited Fills for Select Days	Mug is authorized through a specific date	1/30/2012 12/31/2012 9/1/2012	UNLIMITED REFILLS UNTIL XX/XX/XX
Unlimited Fills For Select Time	Mug is authorized for a specific number of minutes or hours	24 hours 1 hour 30 minutes	UNLIMITED REFILLS FOR THE NEXT XX MINUTES
Set Number of Fills over Select Time	Mug is authorized for a specific number of fills that have to be consumed within a specific number of minutes or hours	2 Fills within 40 minutes 5 Fills within 24 hours 4 Fills within 2 hours	X REFILLS REMAINING FOR XX MINUTES



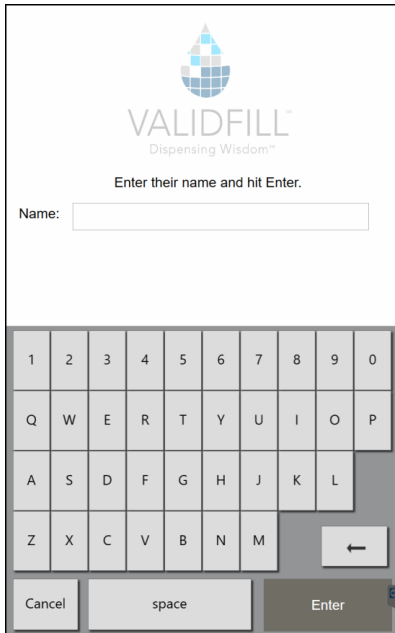
## ValidFill Controlled Check & Charge Pricing

Item		Description	Cost
Software Fee		An enterprise software fee that covers all VF equipment that is charged for each physical location.	\$1,000
Check and Charge Station Fee		A programming station that is used to recharge mugs at a cashier station, it does not accept payment methods.	\$975
Tag Activation Fee		A charge for each controlled fill check.	\$0.03
Software Updates, Phone Support, FS Repairs, Web Data		Included with Tag Activation Fee	Included
Whirley-Drink Works!	RFID Enabled Mugs	Mugs with an RFID tag embedded to work with the VF Solution. Price varies, but the RFID tag adds and incremental \$.25.	Vessel +\$0.25 to cost of vessel



# ValidFill Technology Solution – Check and Charge

## Key Functions



The screenshot displays the ValidFill interface. At the top is the ValidFill logo with the tagline "Dispensing Wisdom™". Below the logo, the text "Enter their name and hit Enter." is displayed. A "Name:" label is followed by an empty text input field. A virtual keyboard is overlaid on the bottom half of the screen, featuring a numeric row (1-0), a QWERTY row, an ASDFGHJKL row, a ZXCVBNM row with a back arrow, and a bottom row with "Cancel", "space", and "Enter" buttons.

Adding names to the cups allow for a personalized touch to the system. This optional feature will code the persons name at the time of programming or can add or edit a name at a later time.

To ***add or edit the name*** place the cup on the puck and open the cup info screen. Touch the designated button which will launch the Keyboard. Type in the name touch the Enter Key to save the name to the cup. Use the same steps to edit a cup.



# ValidFill Technology Solution – Check and Charge

## Key Functions

Each Check and Charge offers the option to view **detailed cup information**.

Here are a few of the many options available below;

**Cup Size (in Ounces)** - The cups size pertains to how many ounces of beverage can be poured into the cup not factoring ice.

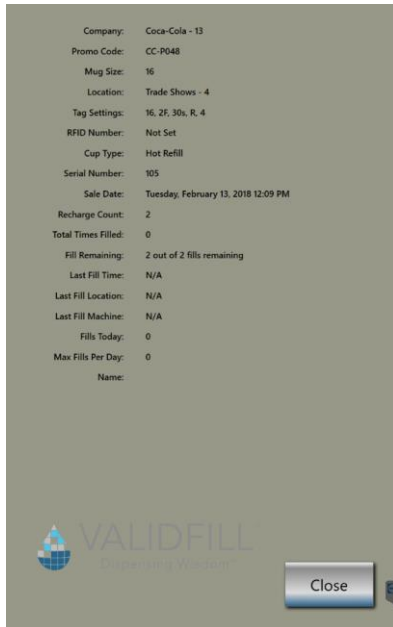
**Cup Type** - This can either be a hot beverage cup or a cold beverage cup.

**Serial Number** - A unique number programmed on every tag. The number allows us to track the cup through all stages of it's use.

**Sale Date** - This date can be either the day the cup was programmed or the date the cup was first presented to the machine. The refill period will begin based on this date.

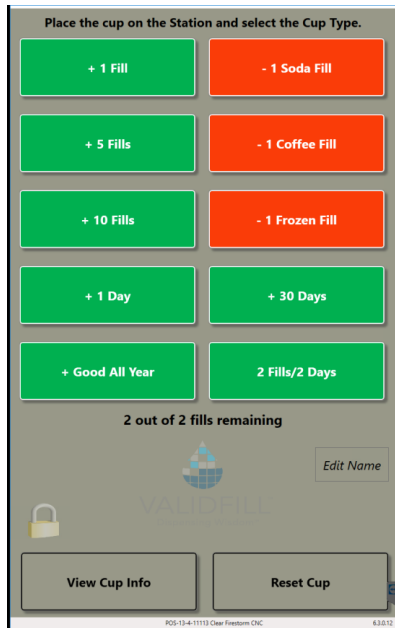
**Recharge Count** - A total number of how many times the cup has had additional fills added to it.

**Total Times Filled** - A total number of how many times the cup has been filled.



# ValidFill Technology Solution – Check and Charge

## Key Functions



Each offer will be clearly detailed on one of the available buttons. Touch the button one time to program the cup. If you touch the button more than once depending on the offer you will most likely be **programming additional fills** onto the cup.

Once the cup has been successfully programmed you will see a Pop-up message that says, "The Cup has been Successfully Programmed." If you receive an error message ensure the cup has a tag that is properly installed and valid for the location.



# ValidFill Technology Solution – Check and Charge

## Key Functions



In the event a cup is mis-programmed with either too many fills or perhaps the wrong promo all together your programmer comes with a RESET button. You can reset the fills by placing the cup on the puck and touching the reset button.

**Resetting the Cup** removes all fills from the cup. To ensure that you don't reset a cup by mistake a warning prompt will display to verify that you do want to reset the cup. Touch Yes to reset the Cup.

There are a few things that you can not change by resetting the cup:

- The Size of the Cup
- The Company the Cup is Programmed for.
- The Location the Cup is Programmed to work at.
- The Serial Number



## ValidFill Technology Solution – Powerful Data

- Multiple reports to select
- Filters created on every report to get the exact data you need
- Auto schedule your reports
- Auto send reports to anyone you want
- Create reports in Excel, PDF, or CSV formats

The screenshot displays a web application interface for report generation. At the top, there are five tabs: "Check n Charge", "Kiosk", "Ticket", "Miscellaneous", and "Scheduled". The "Check n Charge" tab is active. Below the tabs, there are several sections for report selection and filtering:

- Report:** A dropdown menu is open, showing "Check n Charge Usage" (selected) and "Check n Charge Login". Below the dropdown, there are two sub-sections:
  - Check n Charge Usage:** Number of sales per Check n Charge and Promotion Code
  - Check n Charge Login:** Check n Charge Login History
- Company:** A dropdown menu is open, showing "Transaction Log". Below it, there is a description: "View Check n Charge machine transaction log details and export to create your own reports and graphs".
- Machine Status:** A dropdown menu is open, showing "Cup Serial Number". Below it, there is a description: "View programmed times and promotions by cup serial number".

Below these sections, there are several input fields and dropdown menus for filtering:

- Duration:** A dropdown menu is open, showing "Custom".
- Start Date:** A text input field containing "2/13/2018 12:00 AM", with a calendar icon and a refresh icon to its right.
- End Date:** A text input field containing "2/14/2018 12:00 AM".
- Cup Type:** A dropdown menu showing "All items checked".
- Beverage Type:** A dropdown menu showing "All items checked".
- Promotion:** A dropdown menu showing "All items checked".
- Reduction:** A dropdown menu showing "All items checked".



## ValidFill Technology Solution – Specific Data

- View total fill count
- Understand total unique cups
- Measure individual program offers performance
- Create reports in Excel, PDF, or CSV formats
- Location performance sales

ACME Company Check n Charge Usage			
2/1/2018 - 2/14/2018 group by Week			
Date \ Location \ Machine \ Promo Code	Amount	Count	Total Amount
02/01/2018 to 02/03/2018		285	3,085.08 USD
ACME Company		285	3,085.08 USD
ACME College of RFID		285	3,085.08 USD
02/04/2018 to 02/10/2018		675	7,534.41 USD
ACME Company		675	7,534.41 USD
02/11/2018 to 02/14/2018		304	3,059.74 USD
ACME Company		304	3,059.74 USD





## Souvenir Vessels

**increase f&b revenue with souvenir vessels**




**What does 15% guest participation in a souvenir bottle program look like?**


**1M** x **15%** = **150K**  
visitors      souvenir sales rate - theme park      bottles sold to guests

**150K** x **\$13** = **\$1.95M**  
bottles sold to guests      average bottle retail price      potential revenue

**\$1.95M** / **1M** = **\$1.95**  
total category sales      attendance      per cap \$ amount

**How would your revenue be impacted if you ran souvenir vessel programs for other f&B categories?**





# 330ml Fountain Bottle

## 330ml - 11oz. PET BOTTLE

12.20oz. FLUSH FILL (APPROX.)  
11.04 oz. PRACTICAL FILL

Shown molded in: Caribbean Blue

207\_239-3 RP 1177  
RPO# 8282 - KD  
1st Generated: 01/04/18  
Rev #3: 01/30/18

3.194" (width of handle)

5.75" (height of front view)

6.556" (height of back view)

2.059" (width of front view)

70 mm Lid

1.315" (height of lid)

3.045" (width of lid)

Standard Embossment

Back Embossment

Front

COLOR OPTIONS:

- Red 186C
- Magenta
- Orange Desert
- Caribbean Blue Sparkle
- Viper Green
- Phantom Purple
- Green Cypress

PET Adhesive Label

500ml - 17 oz.

330ml - 11 oz.

All dimensions are approximate and are subject to change.

Pending Interest level - Whirley-DrinkWorks! will develop a timeline, feasibility of actually manufacturing product and estimated cost.

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# 500ml Fountain Bottle

## 500ml - 17oz. PET BOTTLE

18.02oz. FLUSH FILL (APPROX.)  
16.99 oz. PRACTICAL FILL

207,142-3 RP 1177  
NPD# 5279 - KD  
1st Concept: 01/04/18  
Rev #5: 01/20/18

3.194"

7.250"

2.284"  
Front

8.056"

Standard Embossment

Back Embossment

Molded in: Red 186C

COLOR OPTIONS:

- Red 186C
- Magenta
- Orange Desert
- Caribbean Blue Sparkle
- Viper Green
- Phantom Purple
- Green Cypress

70 mm Lid

1.315"

3.045"

PET Adhesive Label

500ml - 17 oz.

330ml - 11 oz.

Pending interest level - Whirley-DrinkWorks! will develop a timeline, feasibility of actually manufacturing product and estimated cost.

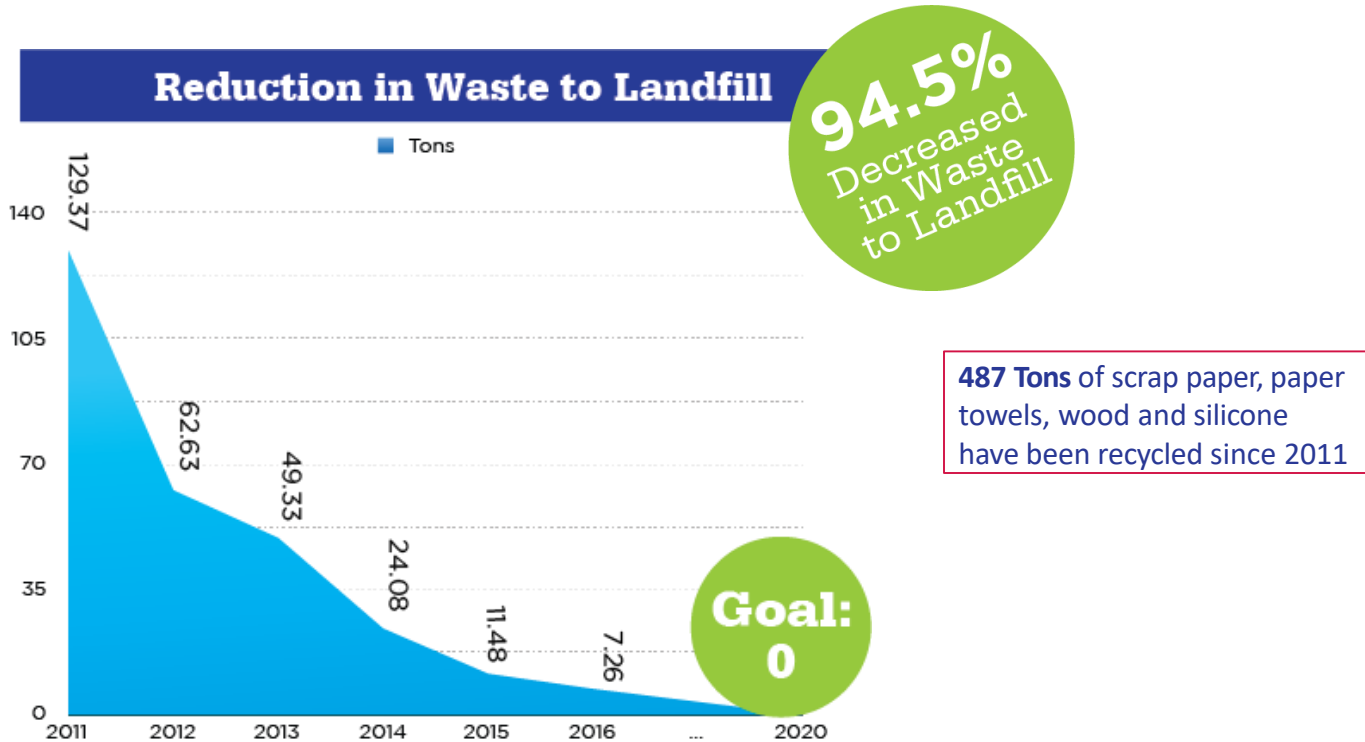
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## Sustainability

### Goal: Zero Waste to Landfill by 2020



## SLR-24 - 24oz Dome Tumbler with Screw On Lid



- NEW Screw On Shield Lid
- Detachable Carry Handle  
Allows Bottle to be  
Attached to Backpacks,  
Strollers, etc...
- Dishwasher Safe
- Dual Wall insulated to  
keep product cold
- BPA Free

## Summary

- ValidFill uses RFID technology embedded in drink vessels to enable prepaid Beverage packages that improve operations, profit.
- Significantly Grow Your Profit Per Capita with Prepaid Beverages and Check and Charge Technology
- Enable guests to experience great offers by linking park and resorts offers together improving guest experience.



# Quality Assurance

## Regulatory Requirements & Testing Standards

We are in full compliance with all Consumer Product regulatory requirements and industry Testing Standards in both the USA and Canada.

- **Consumer Product Safety Improvement Act of 2008 (HR4040):** All products are tested and meet approved Lead and Phthalates content requirements.
- **Bisphenol A:** Our main plastic material since we started in 1960 has been Polypropylene, #5 plastic. Polypropylene has never contained BPA. We also use plastic #1, #2 and #6 in our products. These plastics have also never contained BPA. Our PVC products are Phthalate free, but cannot be guaranteed to be BPA free.
- **California Proposition 65:** All of our products are under the safe harbor limits.

## Quality & Safety Standards

*At Whirley-DrinkWorks! our team is fully committed to providing products that meet the highest quality and safety standards.*

- **3rd Party Certified Labs:** Used for final and continuance conformance testing in both the United States & China.



- **In Process Testing:** Our US and China Quality Inspectors randomly select samples at the factories while the product is being manufactured.
- **Certificates of Conformance:** We openly share all testing results with our customers.



## Food Safety & Social Compliance Audits

Received SQF scores of 90 (2015) & 93 (2016)  
and have scored 90% or above on ASI audits for  
the last 10+ years

- Evaluates quality systems, food safety practices  
& manufacturing procedures
- Opted in to annual audits
- Weekly internal audits



FAIR LABOR  
ASSOCIATION™







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