

## COMPANY MANAGEMENT

Peter Lee is the Co-founder, CEO and visionary of the company. In 2019, Peter learned of the Kool-Aid and Capri-Sun expandable bottles of the 1980's and could not understand why they vanished from the Market place.

Peter decided to contact the original inventor - William Touzani, in Houston, Texas and discussed the matter.

Peter Lee has a proven record in entrepreneurship and new business ventures.

He founded a number of international ventures such as:

- UAV Motorsport Ltd, which provides live HD UAV Broadcast services to Formula One.
- Atari Spzo.o, a Telecommunication company that generated over \$50 Million in its first year of Trading.



- A partnership with Mango, Poland's largest Model agency, and Kriss X a High-end Custom Haute Couture Lingerie label.

- Peter co-founded the Ice Factor incorporating the world's largest Ice climbing wall. He received a \$3 Million development grant from the EU and opened by her Majesty the Queen II on July 5, 2005 [www.icefactor.com](http://www.icefactor.com)

In 2021, Peter moved to Dubai, UAE, to develop a property Investments partnership with EMAAR Properties - the UAE's largest real estate developer and the name behind mega projects like Skyscraper BurjKhalifa and Dubai Mall, the world's largest.

Peter is married and has 6 children. He studied Electrical, mechanical and pneumatic Engineering and started his career in the Royal Air Force. He is also a veteran of the Gulf war.

## **William Touzani**

William Touzani is Popitagain Llc Vice president and Technical Director. He is an electrical engineer by trade having over 100 patents to his name.

Touzani was born in Morocco and spent his teenage years shuffling from Casablanca and Paris. As a world class swimmer, he competed around the world before receiving a swimming scholarship at La Salle College in Philadelphia. He later found employment with Honeywell, GE, Picker Int. and Siemens in Germany.

William Touzani was the original inventor of the Collapsible bottle in 1985, and subsequent inventions dealing with “Stress relief hinges in bellows”.

Some inventions became the world standard in bellow designs, in both consumer and industrial applications.

In 1986, Touzani was issued his first utility patent, which he licensed to General Food's Kool-Aid, to Germany's Capri-Sun, and to other multinationals.

From 1991 to 1995, he lived in the Netherlands where he managed an advertising agency in Amsterdam.

He later worked for the US government and retired in 2016.

