

EXECUTIVE SUMMARY

CBA
1986 - 1990
 Over 100 Million sold
 in 2 years

Capri-Sun
 Liquid Mix

Kool-Aid
 Powder Mix

Pepsico.
 Burger King

In trials:
 Nestle
 Carnation
 Lipton
 Ice Tea

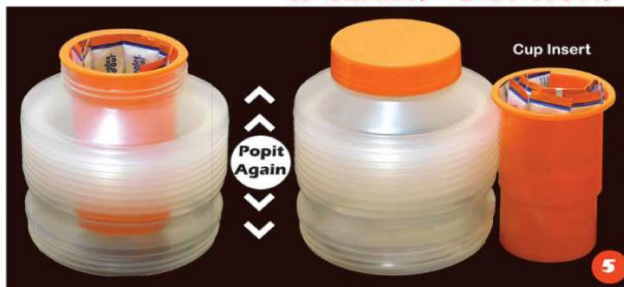


\$40,000,000 MIN. GUARANTEED ROYALTIES for 20 YEARS

POPITAGAIN LLC
2020-2040

NEW PATENTS
15 CLAIMS - 5 OPTIONS

REUSABLE CONCENTRATES
EXPANDABLE CONTAINERS
with ACCESSORIES



20 YEARS: \$200 MILLION MIN. GUARANTEED ROYALTIES

2021. All Rights Reserved.

Popitagain LLC (hereafter, referred to as 'the company') offers an exciting business opportunity for investors looking for promising avenues to grow their wealth. The business plan provides the structure and focuses to help prospective investors to measure the viability and success of the project in terms of profitability and returns on investment, in the short and long term.

The founders of Popitagain LLC include experienced corporate professionals and entrepreneurs, Peter Lee and William Touzani. PopitagainLTD was registered in 2019 and conducted 2 years of R/D on the products. Popitagain LLC is registered in the state of Texas in 2021, and will be the company headquarters for the US, Canada, Mexico and the rest of the American continent.

The background of the company goes back to 1985 when co-founder William Touzani invented and patented a collapsible bottle that he licensed to various multi-national companies. The Collapsible bottles technology was licensed to well-known brands including Capri-Sun in the US and Germany, PepsiCo and Kool-Aid of General Foods.

In 1987 and 1988, the COLLAPSIBLE bottles were produced at a rate of 1 MILLION units per week as more molds were constructed.

2021. All Rights Reserved.

Over 100 Million bottles were produced and sold in little more than one year.



Disposable+ Reuseable = POpitAgain

Royalties (1988)

Half-Gallon Disposables : 5c

Half-Gallon Reuseables : 10c

Royalties (2021)

Half-Gallon : 20c

32oz. : 12c

*While consumers –mostly children- were thrilled with this new and entertaining container, the licensees were not. The bottles proved to be too costly and profit margins were at a minimum. The reason been, **Consumers were instructed to dispose of the bottle after a single use, hoping that they would buy new ones.***

Since there was simply no means for the bottle to store or supply additional mix, instead, consumers decided to hold on to the bottles and get their concentrate mix packets directly from the stores.

2021. All Rights Reserved.

Fast forward to 2019, Peter Lee of the UK, decided to team-up with William Touzani from the US, who is the original inventor of the collapsible bottles. They decided to duplicate the success of 30 years earlier and make an EXPANDABLE container that is totally dedicated to concentrates. **This time however, the bottle would have to be REUSABLE, and also provide a means to STORE separately, refill packages for future use.**

By re-using an expandable bottle, its cost would be reduced by half each time it's used. For example, if an expandable bottle contains 5 single packets, then it would be used 5 times, bringing the combined average cost of the bottle down by 80%.

*As an example, a typical ½ Gallon(64oz) bottle from HDPE or PP with closure, would cost 35c. An equivalent **expandable bottle** of the same size with storage accessories would cost 50c. If the expandable bottle is reused 5 times, then the cost of the bottle per single use would be less than 10c.*

In addition, the bottle's refills would offer pre-packaged concentrate mix packets that are probably familiar to the consumer. Those single packets would already include the barrier properties required for the recommended shelf-life.

2021. All Rights Reserved.

As a result of making the EXPANDABLE bottles REUSABLE with refills, NEW patents had to be filed. The claimed new technologies would include new methods and means, for combining container expandability with external or internal storage compartments.

Popitagain LLC is owned by Peter Lee and William Touzani focuses on the North-American Market. In contrast, Popitagain LTD that - also owned by Peter Lee and William, is instead dedicated to the European market, the Asian and African markets. The standard of measurement in these countries is the metric system with consumers using **Liters, Half- liters and 2 Liters**. A whole new set of molds would therefore be required for Europe.

An initial financial, market analysis and viability of the business indicate outstanding promise and results.

We invite investors in the US market to play a part in establishing the company that will use subcontractors or licensees for the manufacturing of our patented containers.

With dynamic strategies and a vast network of expertise, we will work intensively with stakeholders and licensees to identify, integrate, and advance new business

2021. All Rights Reserved.

opportunities in all 50 US states, Canada and Mexico.

To expand the business operations in the USA, Popitagain LLC would require \$1,000,000 in the form of equity and loans.

All the resources of the company will be allocated with prudence and care to ensure sustainable business operations in North-America. The pursuit and achievement of our mission will result in outstanding customer satisfaction, high satisfaction for our licensees, and long-term sustainable growth for our investors.



1. BUSINESS HISTORY

United States Patent [19]
Touzani

[11] **Patent Number:** **4,492,313**
[45] **Date of Patent:** **Jan. 8, 1985**



BURPLE drink
Millions sold for
Fun & Play



Burple! Ahhh Burple... I remember the accordian-like containers that the sweet beverage was packaged in, the pop and crackle of pushing and pulling the container and, who can forget the name? What a name!

We begged and pleaded with our mother to buy Burple just so we could say the name (and play with the bottle). I don't even really remember how it tasted, but it was the coolest drink around.

Author of this article: [Suggest an update](#)

Michael Johnson



Twitchymeat · 2 years ago

Pretty sure this product could be brought back today, perhaps Baby Burple, and it would do well.

👍 6



djToRMeNteD · 2 years ago

this makes my 80s inner child so happy! thanks for sharing the memories! ❤️



one it was ok.
The only thing is that accordian plastic tube where all over the place after this came out, there was even a happy meal toy with those things in it.

👍 1



Danny B · 7 years ago

It came and went pretty fast, seemed to be in the 87-89 time period if I am not mistaken. Pretty unremarkable as far as taste somewhere between koolaid and tang. We only got it one time in the big tube, and I remember a kid at school having the small tube in his lunch (filled with something else).

2021. All Rights Reserved.

William Touzani was granted a US patent in 1985 for a collapsible bottle he had invented. In 1986, the US Patent was licensed to a new company, CB of America (CBA) that was 80% owned by Touzani, and 20% by investors. After 12 months of R/D and \$500,000 expenses, CBA licensed the product to several multi-national companies like Kool-Aid and Capri-Sun.

Between 1987 and 1988, over 20 Mold sets were produced, over 1 Million bottles were produced per week and over 100 Million bottles were sold in just a few months.

Touzani, later started the company “ CB International” in 1988, in order to license the technology outside of the USA.

In 1990, CBA and CBI were dissolved due to sudden and unavoidable circumstances within the company’s management. As a result, all issued licenses were subsequently terminated.

About three decades later, Peter Lee of the UK, contacted William Touzani in Houston, TX. and decided to revive the same products from 35 years earlier. The NEW products would be for a **New generation of customers on the GO; to be both reusable and loaded with REFILLS;**

- REUSABLE, in order to make it cost efficient.
- Loaded with pre-packaged packets or singles to allow for MULTIPLE use.

The decision to make the container multi-use instead of disposable, led the two partners to take the following 3 steps:

1- The **creation** of 2 companies;

- Popitagain LTD for selling internationally, and
- Popitagain LLC for selling in North American.

The 2 markets are different as they require a totally different set of measuring standards for the expandable containers.

2- The **filing of additional patents** for new technologies associated with the collapsible bottles with storage solutions, in both the USA and the European countries.

3- Finally, the **allocation of \$200.000**, in order to initiate a 2 year R/D period.

During this period, many of the molds were discarded in this process of experimentation, as the company fine-tuned new designs, for different sizes and materials.

2. BUSINESS OVERVIEW

United States

Patent Application Publication (10) Pub. No.: US 2020/0391929 A1

Lee et al.

(43) Pub. Date: Dec. 17, 2020

