



# Media Kit



## About EZLID®

- ❑ Delivers a faster and more convenient way to dispense drink lids
- ❑ Provides a sanitary product for consumers by eliminating lid handling by others
- ❑ Limits waste – unique patent pending dispensing design drops only one lid at a time
- ❑ Offers a low cost and proven value-added resource for your customers

## Benefits of EZLID®

### ❑ Versatile

- ◆ Designed to dispense all standard hot and cold drink lids
- ◆ Can be manufactured from a variety of materials
- ◆ Works with either a push button, turn knob, lever or hands-free motion sensor

### ❑ Durable

- ◆ Patent pending dispensing design has only one moving part
- ◆ Requires no calibrations; no tools needed
- ◆ Can be warranted to perform indefinitely

### ❑ Effective

- ◆ Intuitive and easy to use
- ◆ Easy to manufacture and assemble
- ◆ 100% reliable when loaded correctly
- ◆ No maintenance, except routine cleaning





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## Lid Industry Facts

- ❑ Over 60 billion\* disposable lids are manufactured each year nationwide
- ❑ Retailed at .02 per lid, this translates to a \$1.2 billion industry
- ❑ Industry experts say that about 2% of all unused lids are thrown away as waste (\$24 million in waste annually)



(Photos Louise Harpman and Scott Specht)

## Lid Usage in Multiple Markets

- ❑ QSR/Restaurants
- ❑ Specialty Coffee Shops
- ❑ Convenience Stores
- ❑ Stadiums/Events
- ❑ Hospitals
- ❑ Grocery Stores
- ❑ Schools
- ❑ Government Institutions
- ❑ Concession Stands
- ❑ Movie Theatres
- ❑ Food Courts
- ❑ Corporate Cafeterias
- ❑ Cruise Ships
- ❑ Airports
- ❑ Hotels

\*Source: The Freedonia Group



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## Current Lid Dispensing Concerns

- ❑ Stacked in open containers
- ❑ Free standing on dirty counters
- ❑ Unnecessary waste
  - Lids falling on the floor
  - People picking up more than one lid at a time
  - Current containers are problematic

## Current Lid Dispensing Sanitary Issues

- ❑ Touched by multiple people
  - \*91% of adults say they always wash their hands after using public restrooms; however just 83% were observed doing so.
  - Food borne bacteria liabilities
  - ECOLI problems for QSR industry heightened by national press coverage, i.e. Taco Bell, New Jersey
- ❑ Will the fear of Avian Influenza (Bird Flu) dictate the need for more sanitary conditions?

\*Study conducted by: American Society for Microbiology



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## Quick Serve Restaurant (QSR) Industry

- QSR Drive-Thru
  - ◆ Drive-thru revenue accounts for 60% of QSR business
  - ◆ 74.1% of QSRs said they changed food or beverage packaging to make it better suited for drive-thru consumption
  - ◆ 81.5% of QSRs launched programs in 2005–2006 to improve drive-thru speed:
    - latest communication systems
    - drive-thru timers
    - surveillance systems
    - POS systems
    - other high-tech innovations
  - ◆ 57% of consumers said an acceptable wait time was no more than five minutes
  - ◆ 74% of consumers said speed was a “very important” factor in a satisfactory drive-thru experience



Source: QSR Magazine



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## Importance of QSR Speed

**“Unit sales increase 1% for every 6 seconds saved at the drive-thru.”**

Jack Greenberg, Former CEO  
McDonald's

**“Speed is clearly the price of entry in the drive-thru business.”**

Brian Dixon, VP Marketing  
Taco John's

**“More than 70 percent of today's consumers use the drive-thru for speed and convenience.”**

Dean Peters, Director of Communications  
Dairy Queen

*Source: QSR Magazine*

## QSR and EZLID®

- EZLID helps QSR's increase profits and revenue in the drive-thru:
  - **Speed = Profits**
    - A QSR with 1,500 drive-thru locations can expect to generate over \$1,000,000 in additional revenue per year when using EZLID in their locations.



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## EZLID® Testimonials

**“Very efficient. Maintenance free. Great comments from customers; nothing but good responses. It does what it’s supposed to do. We appreciate having it very much.”**

Pat Fellers, Manager  
Kum&Go Convenience Store

**“We love it! It’s clean, sanitary, easy to stock, and the customers like it for its convenience and cleanliness. Corporate likes it and has talked about incorporating them in all their stores”**

Josh Scammahorn, Manager  
Kum&Go Convenience Store

**“EZLID has a revolutionary dispensing mechanism that can be made to accommodate any flanged coffee or soft drink lid made by any manufacturer.”**

Nick Walsh, Co-founder and President  
Kennik Innovations, LLC



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## □ Media Contact Information

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## □ Kennik Innovations Management

### **Nicholas Walsh**

Nicholas Walsh is President of Kennik Innovations, LLC. He has a background in advertising, publishing, construction, and business planning and development. He has started and operated a successful business for 18 years.

### **Kenneth Walsh**

Kenneth Walsh is Director of Engineering Development. He brings to Kennik Innovations 30 years of technical and hands-on knowledge, which include material design and fabrication. He has owned and operated his own business for 20 years.