



PRODUCT VENTURES
STRATEGY • INSIGHTS • DESIGN • DEVELOPMENT

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NEWS RELEASE

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PRODUCT VENTURES & HEINZ WIN DUPONT GOLD AWARD *Prestigious Honor Recognizes Innovators in Food Packaging*

Fairfield, CT (August 15, 2006) – Product Ventures, a leading product and structural packaging design consultancy, announced today that the company and their client, HJ Heinz, have received the prestigious DuPont Gold Award for their work on Heinz’s “Fridge Door Fit™” ketchup bottle. The award was accepted by representatives of both companies at the Kimmel Center for the Arts in Philadelphia, PA on Friday August 11, 2006.

Product Ventures collaborated with a cross-functional team from Heinz to design a super sized bottle that’s easy to store and use for frequent consumption.

Guided by consumer ethnography that called for versatility, the ergonomic “Fridge Door Fit” bottle accommodates even the youngest users with its easy-squeeze, non-slip grip. The compact and smartly proportioned package is perfect for fridge door shelves and for easy access, and can be stored upright or upside down. The iconic bottle echoes classic Heinz brand equities, such as octagonal facets and neckband, while the well-known Heinz keystone appears in the bottle’s silhouette and snap back closure.

"We're extremely honored to receive such prestigious recognition from our peers," stated Peter Clarke, founder and CEO of Product Ventures, "We have been so fortunate to work with iconic brands such as Heinz. This accolade is a direct result of a rewarding partnership between two great teams."

About the 2006 DuPont Awards

The esteemed 19th DuPont Awards, sponsored by DuPont Packaging, honors innovation in food processing and packaging from all across the supply chain – from technology and processes to equipment and converters to the end-use packagers.

About Product Ventures

Product Ventures Ltd. (www.productventures.com) ...*The Best Kept Secret Behind the Best Known BrandsSM* Product Ventures creates the products and packages consumers use everyday. We innovate by connecting user needs with manufacturing technologies to deliver meaningful and sustainable experiences. Our consistent marketplace success has earned us lasting relationships with the world’s leading companies and their most iconic brands.

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