

Itingen, April 27th 2016

Dear customer,

we are proud that we are able to offer you our new child resistant “secured card” format for our lithium coin cell range. With this packaging, we are ahead to safety regulations which may occur within the next time. Some tragic events where children swallowed lithium coin cells caused injuries and death.

With the Renata secured card, we offer you a certified solution which prevents unwanted opening by children. We add safety information – warning icons and text - on each blister. A QR-code guides the parents to our homepage, where all icons are additionally explained by a short text – available in English, German, French, Spanish and Chinese.

Optimized for the point of sales, the new blisters are bigger (W44.5 x H89 mm) and due to its consistent Renata artwork more attractive. The brand is much better recognizable.

In summary, you and your customers benefit from the following advantages:

- Price neutral upgrade from CU to SC
- An innovative solution for the whole lithium coin range CR1025 up to CR2477N (Patent pending)
- Tested and EN 862 certified child-resistant packaging – to be opened with scissors
- Back side shows security icons conform to the IEC60086-4 norm
- QR-Code with link to icon explanations at our homepage
- Inner box and outer box / overpack are conform to the new IATA regulations 04/2016

Due to the new IATA specifications, the new inner box has to be bigger to hold all warning signs and shipping information. Therefore, the new MOQ's are 300 pieces (CR1025 up to CR2450N) respectively a MOQ of 180 pieces for the CR2477N (only 6 blister in a folding box).

For the introduction, we support you with product photos for web shops and printing as well as a campaign artwork for communication and adverts.

Orders can be placed from today. The **delivery** will start within **June 2016.** The **phase out** of the CU packaging will start with the introduction of SC.

In case of questions feel free to contact your sales representative.

Best regards,

Marketing & Sales Director
Dr. Ulrich Fischer

Chief Executive Officer
Stefan Pfrommer

