

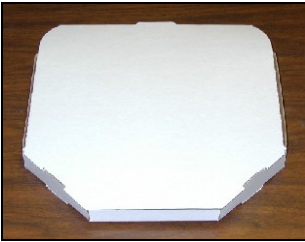
## COMPARISON SUMMARY of the **5** Original Box Concepts of the Green Pizza Box Program™

The Green Pizza Box Program™ comes from Correll Concepts. Correll Concepts is a pioneering pizza box design firm, not a box manufacturer or distributor. For more details on these boxes, go to <http://www.greenpizzaboxes.com>. To contact Correll Concepts, email [john@correllconcepts.com](mailto:john@correllconcepts.com) or call John Correll at 734-455-5830. The Savings Percentages shown below are averages and are based on comparison to the traditional pizza box (a.k.a. walker lock box) in the 14-inch size.

	<b>1</b> <i>UltraSaver™ Box</i>	<b>2</b> <i>D-Saver™ Box</i>	<b>3</b> <i>SquareSaver™ Box</i>	<b>4</b> <i>TimeSaver™ Box</i>	<b>5</b> <i>HeatSaver™ Box</i>	Traditional Pizza Box Walker Lock Box
<b>Resource Savings</b>	<b>18%</b>	<b>10%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>0%</b>
<b>Cost Savings</b>	<b>12%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>2%</b>	<b>0%</b>
<b>Shape</b>	Non-square	Non-square	Square	Square	Square	Square
<b>Flute</b>	E	B	B	E	B	B or E
<b>Folding Procedure</b>	Similar to but not exactly same as the Traditional (walker lock) Pizza Box	Same as used for the D-type box used by Domino's Pizza	Same as Traditional Pizza Box	Super-fast — different from any other pizza box	Same as Traditional Pizza Box	the conventional procedure
<b>Customizability</b>	Highly customizable	Moderately customizable	Non-customizable	Non-customizable	Non-customizable	Non-customizable
<b>Key Benefits</b>	<ul style="list-style-type: none"> <li>• Ultra-green</li> <li>• Ultra-cost-saving</li> <li>• Cover customizable for ultra-high impact</li> <li>• Positive cover interlock</li> </ul>	<ul style="list-style-type: none"> <li>• Allows in-box rocker knife pizza-cutting</li> <li>• Exterior cover side flaps</li> <li>• Excellent stacking strength</li> <li>• Easy-to-read slanting front wall</li> <li>• Unique cool, classy look</li> <li>• Cover moderately customizable for unique appearance and impact</li> <li>• Adaptable to use with PromoTab™ Feature</li> </ul>	<ul style="list-style-type: none"> <li>• Provides moderate savings in resources and costs in a square box that folds up the same way as the traditional pizza box (so no change in folding procedure involved)</li> <li>• Rigid, quality feel (due to the unique tab-in-slot cover interlock)</li> </ul>	<ul style="list-style-type: none"> <li>• One-second box setup (due to patented InstaFold Corner Locks™)</li> <li>• Fastest-folding box of all fixed-corner corrugated boxes</li> <li>• Rigid, quality feel (due to unique cover interlock structure)</li> </ul>	<ul style="list-style-type: none"> <li>• Keeps customer's pizza up to 25% hotter on their table (while eating)</li> <li>• Eliminates wet, messy tabletop and keeps the box bottom dry (no more soggy cardboard taste)</li> <li>• Enhances your pizza's quality and, most important, builds the customer's perception of that quality</li> </ul>	<ul style="list-style-type: none"> <li>• You're already using it so you don't need to get involved in a "scary" new box</li> <li>• It's the same box that 30,000 other pizzerias are using, so you don't have to worry about looking innovative and unique in the eyes of the pizza-buying public</li> </ul>
<b>Possible Drawback</b>	Could take a couple seconds longer to fold	Different folding procedure	None	None	None	Resource-wasting, cost-wasting, several operational drawbacks
<b>Exclusivity Availability</b>	Exclusivity a possibility — contact Correll Concepts to discuss	Exclusivity a possibility — contact Correll Concepts to discuss	Non-exclusive	Non-exclusive	Exclusivity a possibility — contact Correll Concepts to discuss	Non-exclusive
<b>Summary</b>	The greenest, lowest-cost fully-functional corrugated pizza box on the planet.	The greenest, lowest-cost non-fixed corner D-box there is.	A green box that looks and acts like the traditional pizza box.	A green box that provides instant box setup.	A green box equipped with PizzaLegs™, which keeps a pizza up to 25% hotter while eating.	A non-green box presently used by nearly all your competitors.

## HOW TO DECIDE on the 5 Original Box Concepts of the Green Pizza Box Program™

1

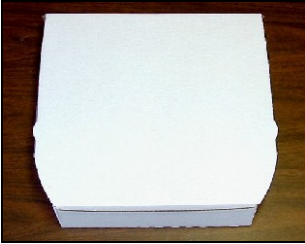


**ULTRASAVER™ BOX** – THIS BOX COULD BENEFIT YOUR COMPANY *IF* YOU WANT ONE OR MORE OF THE FOLLOWING:

① Maximum greenness or resource savings ~ ② Maximum cost savings ~ ③ A box cover shape that's highly customizable for maximum visual effect ~ ④ A positive cover interlock on your box ~ ⑤ A box made of space-saving E-flute board ... **AND** you don't have a problem with a non-square shape and possibly taking a couple seconds longer to fold up.

Link to more info: <http://www.greenpizzaboxes.com/UltraSaverBox/ultrasaver.htm>

2

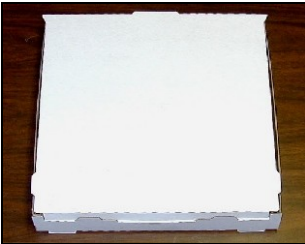


**D-SAVER™ BOX** – THIS BOX COULD BENEFIT YOUR COMPANY *IF* YOU WANT ONE OR MORE OF THE FOLLOWING:

① At least a moderate amount of resource savings ~ ② Substantial cost savings ~ ③ A box cover shape that's somewhat customizable to create a unique look ~ ④ A box that has a classy, sporty appearance and an easy-to-read slanting front wall ~ ⑤ Ability to do in-box pizza-cutting with a rocker knife ~ ⑥ A box with exterior cover side flaps (that avoid pizza crushing) ~ ⑦ A box made of rugged B-flute board ~ ⑧ A box capable of using a special PromoTab™ Feature ~ ⑨ A D-type box that circumvents all the drawbacks of the D-type box currently used by Domino's Pizza ... **AND** you don't have a problem with a non-square shape and adopting a box-folding procedure that's different from the traditional pizza box.

Link to more info: <http://www.greenpizzaboxes.com/D-SaverBox.pdf>

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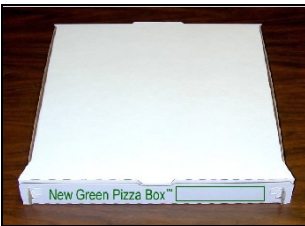


**SQUARESAVER™ BOX** – THIS BOX COULD BENEFIT YOUR COMPANY *IF* YOU WANT ONE OR MORE OF THE FOLLOWING:

① At least a respectable amount of resource savings ~ ② At least a moderate amount of cost savings ~ ③ A square shape box ~ ④ A box that folds up the *same way* as the traditional pizza box (a.k.a. walker lock box) ~ ⑤ A box made of rugged B-flute board.

Link to more info: <http://www.greenpizzaboxes.com/SquareSaverBox.pdf>

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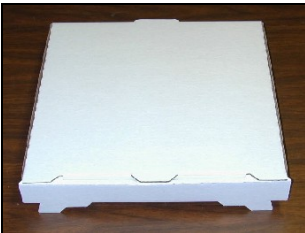


**TIMESAVER™ BOX** – THIS BOX COULD BENEFIT YOUR COMPANY *IF* YOU WANT ONE OR MORE OF THE FOLLOWING:

① At least a respectable amount of resource savings ~ ② At least a moderate amount of cost savings ~ ③ A square shape box ~ ④ An efficient, time-saving box that sets up almost instantaneously, or in about one-second ~ ⑤ A box made of space-saving E-flute board ~ ⑥ A box that's rigid and tight and projects a quality feel (even though it's made of E-flute) ~ ⑦ A box capable of using a special PromoTab™ Feature ... **AND** you don't have a problem with adopting a new box-folding procedure (which is simple, easy, and can be learned almost instantly).

Link to more info: <http://www.greenpizzaboxes.com/TimeSaverBox/timesaver.htm>

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**HEATSAVER™ BOX** – THIS BOX COULD BENEFIT YOUR COMPANY *IF* YOU WANT ONE OR MORE OF THE FOLLOWING:

① At least some resource savings ~ ② At least a little cost savings ~ ③ A square shape box ~ ④ A box that folds up the *same way* as the traditional pizza box (a.k.a. walker lock box) ~ ⑤ A box made of rugged B-flute board ~ ⑥ A box that provides a special customer benefit and unique sales-building opportunity for your company by (a) keeping your pizza up to 25% hotter on the customers' table and (b) eliminating the wet, messy tabletop that customers hate.

Link to more info: <http://www.greenpizzaboxes.com/HeatSaverBox.pdf>