

*Introducing the world's fastest
oxygen scavenger—for freshest
taste and longer shelf life.*

CELOX™
from GRACE



*Protect your beverage's freshness,
and your brand's image.*

CELOX™



GRACE Darex®
Packaging Technologies

web Visit our web site at www.gracedarex.com

Darex is a registered trademark and Celox is a trademark of W. R. Grace & Co.-Conn.

We hope the information here will be helpful. It is based on data and knowledge considered to be true and accurate and is offered for the user's consideration, investigation and verification, but we do not warrant the results to be obtained. Please read all statements, recommendations or suggestions in conjunction with our conditions of sale, which apply to all goods supplied by us. No statement, recommendation or suggestion is intended for any use which would infringe any patent or copyright. W. R. Grace & Co.-Conn., 62 Whittemore Avenue, Cambridge, MA 02140.

These products may be covered by patents or patents pending.
Copyright 2006 W. R. Grace & Co.-Conn.

Grace Darex Packaging Technologies
W. R. Grace & Co.-Conn.
62 Whittemore Avenue, Cambridge, MA 02140
www.gracedarex.com • Email: askdarex@grace.com • 1-617-498-4571

*To you, oxygen is life.
But not so for your beverage.*

Beer. Juice. Tea. Sports drinks. Once they're bottled, they're ready to be delivered fresh to the consumer. Right?

Not exactly. Oxygen goes right to work destroying the freshness and taste of your beverage from the minute the cap is sealed. Oxygen can be trapped in a bottle's headspace, dissolved in the beverage itself, or enter through the packaging — and even low levels of oxidation can result in stale beer, soured juice or spoiled tea. All of this leads to returned bottles, unhappy customers and a negative perception of your brand.

Luckily, Celox™ is here to help.

Celox means fast.

The beverage industry has changed since Darex's OST was first introduced. New technology has reduced the amount of oxygen introduced during bottling, and plastic packaging has become widely used. As a result, controlling the amount of external oxygen that enters the package is more critical than ever. Darex has the answer: Celox, a quantum leap forward in oxygen scavengers.

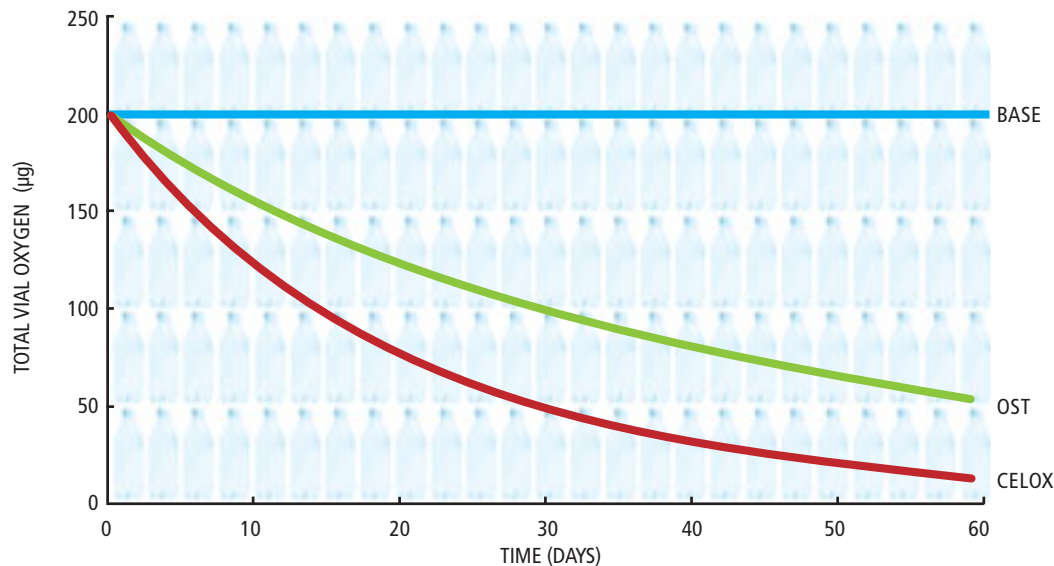
Celox has an oxygen scavenging rate up to four times faster than current scavenging liners, and it provides the same oxygen capacity as well as the lining performance of traditional OST compounds. Celox is the world's fastest scavenger for closures available today.

*Freshness vs. oxidation:
Make sure freshness wins.*

It's a fact: oxidation will occur unless you take steps to prevent it. Barrier bottles and sealants alone won't work. You need Celox to keep your oxygen-sensitive beverages fresh, preserve their taste, reduce returns and protect the brand you've worked so hard to build.

It's easy to use, drops right into your bottling process, and costs only pennies per thousand. Contact us today at +1-617-498-4571 to find out how Celox can deliver freshness for you.

CELOX OXYGEN CONSUMPTION VS. EXISTING OST



CELOX™

