



NEOTEMPO

CASE STUDY:

# Sustainability Elevates Luxury



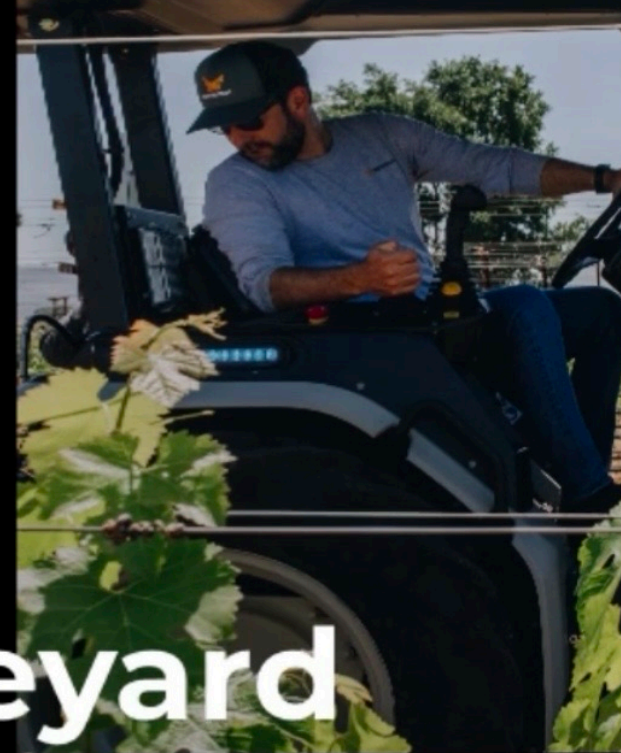


NEOTEMPO

## OUR MISSION & CORE VALUES

Our mission is to sustainably farm and craft unique, world class wines paired with curated multi-sensory experiences that excite the senses and inspire the soul. Our learnings and success will be a model for how a wine brand can balance responsibility to the planet and people in line with a strong growth oriented business model.

1. Produce wines, products and experiences with substance, meaning and intention.
2. Honor the past, celebrate and live in the present and act now to protect the future.
3. Put sustainability at the core of our strategy and offerings.
4. Be kind to the planet and all living on it.
5. Strive for greatness fueled by intuition, knowledge and innovation.
6. Small details make a big difference.
7. Use the platform for doing good.
8. Hire the best and trust them.
9. Stay authentic and grounded.
10. Have fun – it's a privilege to work on your passion.



# Vineyard Winery Packaging Transport

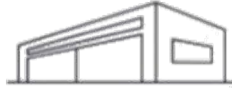
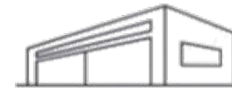
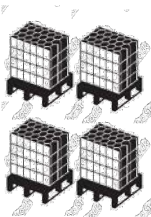
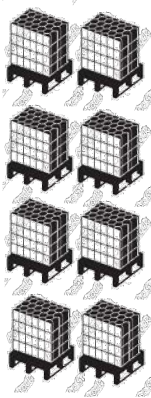


# MULTI CHAIN SUPPLY CHAIN DISTRIBUTION

## 3 Tier Distribution (Dimensional Volume in Pallets)



Packaging  
Components  
Size  
Shape  
Weight  
Material



Wholesalers  
Distributors



Retail Shops



Restaurants



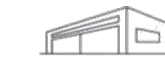
Customer Residence



3<sup>rd</sup> Party  
Logistics



FedEx



## Direct to Consumer (Dimensional Volume + Weight) Pallets and Packages



SMART PACKAGING

# COST AND CARBON KEY DRIVERS

## Cost Drivers:

Packaging Cost  
Transportation Cost  
Storage Cost  
Loss and Damage

## Carbon Drivers:

Packaging Material  
Mode of Transport  
Weight and Size  
Packaging Waste  
Durability



*“Less is less”*



# SMART PACKAGING OVERVIEW

**GOAL:** Sustainability elevate luxury while the solution can be **impactful**, **economical** and **ecological**.

Focus on an elevated **customer experience** while using materials and methods that reduce emissions.





NEOTEMPO

## CASE STUDY

Reducing carbon impact, waste, and costs while elevating customer experience and demonstrating brand values.



### CONSOLIDATED PACKAGING

Reduce formats from four to a universal format for bottle, gift box, shipper- saving 47%

### SIZE + WEIGHT REDUCTION

- Reduced weight per package by 30% - 50%
- Reduced Pallets, Trucks, Storage by 22%

### DTC SHIPPING

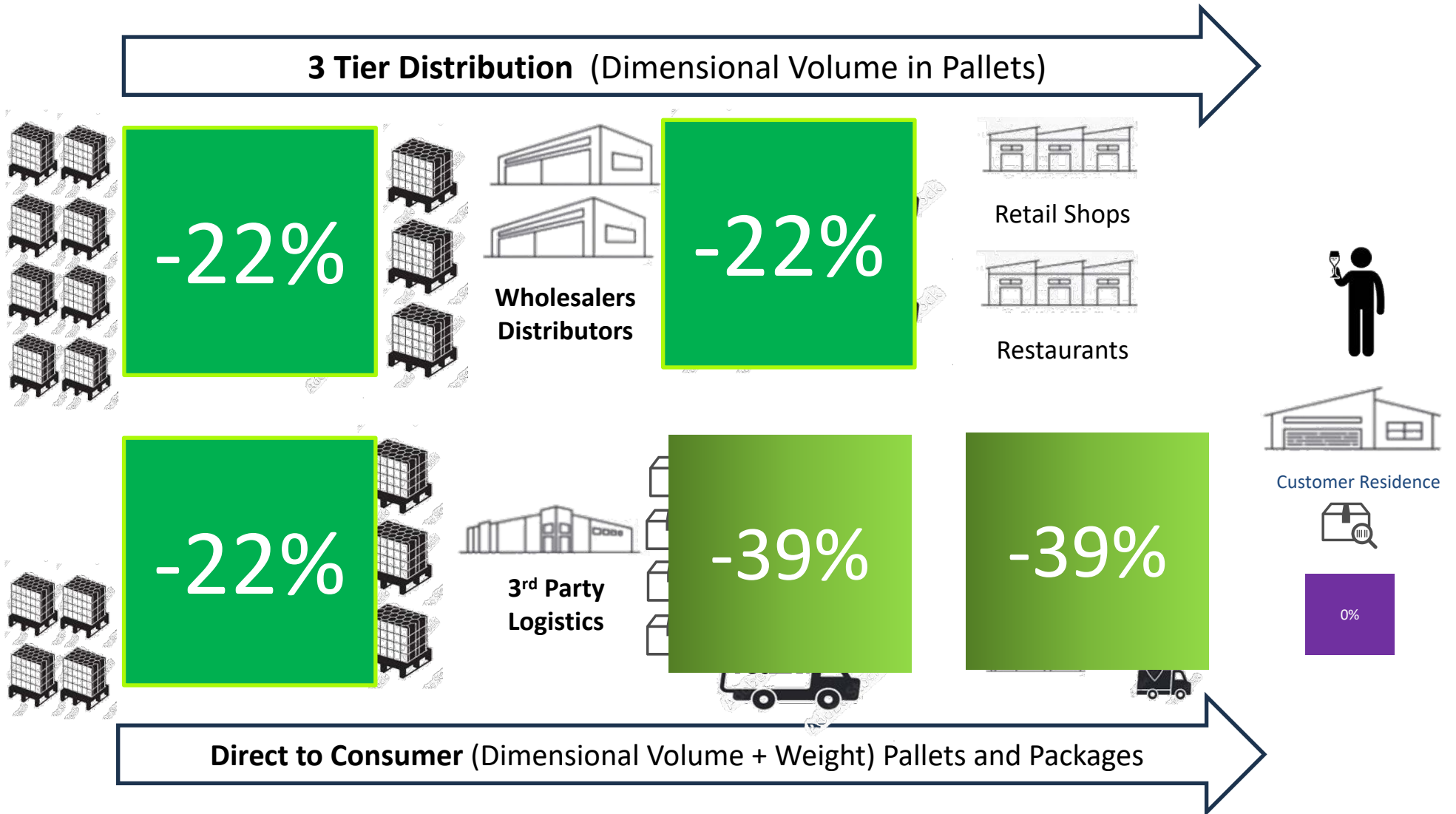
- Lowered shipping costs by 39%
- Reduced Air Shipments by 96%
- First time delivery Success Rate 95%
- 0% Returns or Breakage

# IMPACT OF SHAPE, SIZE, and WEIGHT



**Size and Shape:**  
80 Cases / P  
vs. 56 Cases / P

**Weight:**  
560g / Bottle  
7.2 lbs. 3-Pack



S M A R T   P A C K I N G

# SOLUTION OVERVIEW



## **SOLUTION ARCHITECTURE**

Components and design philosophy



## **HEX Bottle**

Patent Pending Hex Bottle – Strong durable structure for high density packing, storage and transport



## **PACKAGING**

Eco Lux Cardboard Box 3-Pack, 6-Pack, 12 Pack, Gift Box  
Drop tested



## **SMART TRACKING**

Tracker and Software to Monitor Shipments for temperature, location, shock, and light



SMART PACKAGING

# SMART PACKAGING SYSTEM



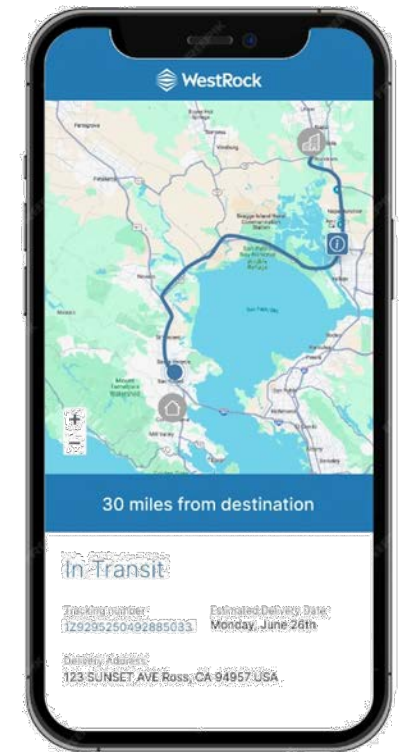
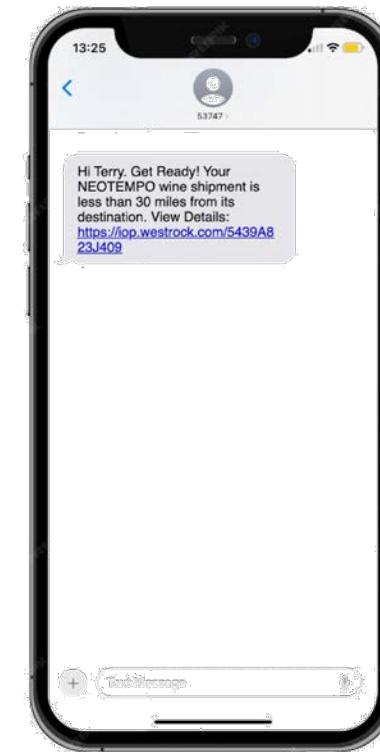
HEX BOTTLE



ECO LUX  
SHIPPING BOX

OUR INVENTIONS

# SMART PACKAGING SYSTEM

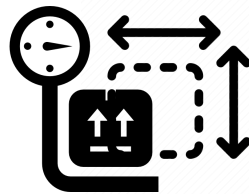


SMART PACKAGING

# KEY CRITERIA FOR SYSTEM DESIGN



MATERIAL  
AND RECYCLEABILITY

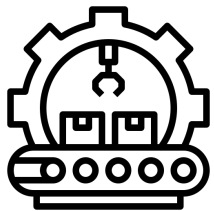


SHAPE  
SIZE & WEIGHT

WOW!



BEST IN CLASS  
CUSTOMER EXPERIENCE



MANUFACTURING  
COST & SCALE



WORKS WITH  
EXISTING  
ECOSYSTEM



END TO END  
QUALITY  
CONTROL



## MATERIAL

## GLASS BOTTLE

“Wild glass”

100% Post Consumer Recycled Glass

- Decrease CO<sup>2</sup> Footprint by 30% - 40%
  - 15% - 20% temperature reduction compared to regular glass production
  - Rejection rate goes from 25% to 10%
  - Creates Circular Economy
- 
- 7,000 Bottles for NEOTEMPO without any defects



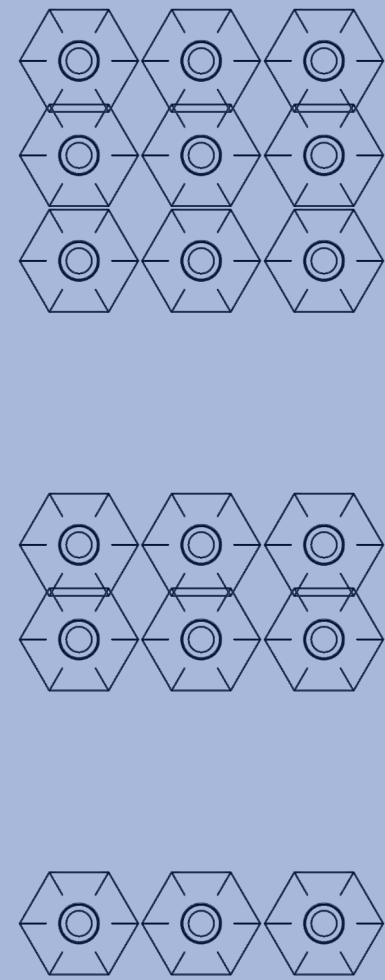
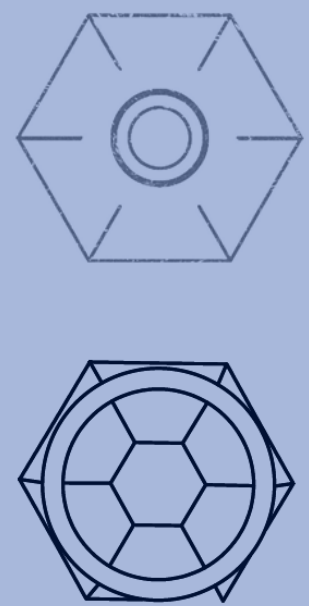
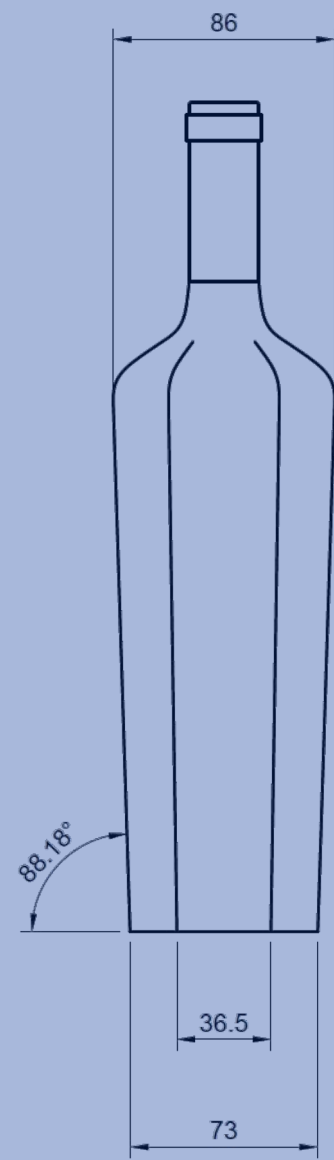
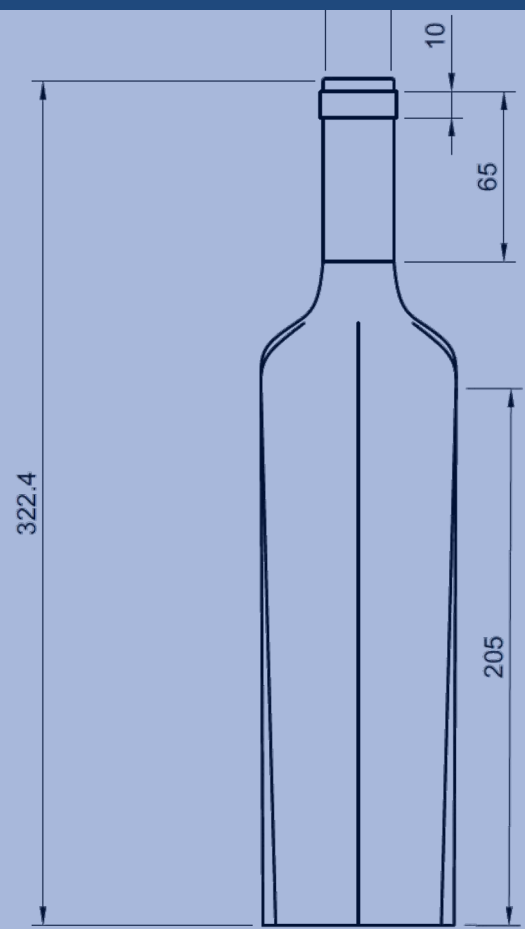
**estal.**



### Wild Glass main strengths in reducing the environmental impact:

- Wild Glass is 100% PCR, eliminating the need to extract and transport **raw materials**.
- Thanks to the use of PCR recycled glass, **the manufacturing of news bottles requires fewer resources**, including a reduced amount of auxiliary materials like Sodium Carbonate.
- Production efficiency has improved due to reduce natural gas consumption, dropping from (6.3 to 4.5 MJ).
- The Wild Glass concept enhances production efficiency by reducing the rejection rate of bottles during the manufacturing.

# HEX BOTTLE







# FORM: Clean Modern Design – Distinctive Facets like a jewel



# FORMES DE LUXE AWARDS

WINE & SPIRITS  
BOTTLE

## FINALIST:

## 2023 WINE & SPIRITS BOTTLE

A hexagonal bottle produced in Wild Glass (100% PCR glass)

- **Brand:** Neotempo
- **Supplier:** Estal

The patent-pending bottle design features a round base and six-sided polygon shoulders. Designed to lay flat when shipped or stored, it is intended to minimize wasted space in the shoulder and neck area as the bottles can nest together to form a honeycomb. During shipping, this means that only minimal cardboard packaging is used. The bottle is compatible with existing bottling lines and capsules and corks. Using 100% Wild Glass means a lower rate of rejections and up to a 30% lower furnace temperature. The bottle is said to be 20-50% lighter than other luxury wine bottles and up to 20% slimmer in the shoulder area. Overall carbon footprint is said to be reduced by at least 25%.

FDL  
AWARDS  
2023



NEOTEMPO

estal.



# Round Bottles Are Inefficient



S M A R T   P A C K A G I N G

# WHY HEXAGON? STRONG & EFFICIENT

- The hexagon is often considered a strong shape because it can **distribute stress evenly across its structure**.
- The hexagon shape creates a structure that supports weight from multiple directions because the angles of the hexagon allow for **even distribution of stress**.
- The **hexagon shape is also able to resist buckling**, which is the tendency of a structure to collapse under compression.
- This makes hexagon a strong and efficient shape in many natural and man-made structures.



## HEX TO ROUND



SHAPE

SIZE

WEIGHT

- Patent pending bottle design for high density packing, transport, storage – any type of material
- Light Weight **540g** - **25% - 40% Less Weight**
  - Moving to **460g** in 2025
- Slimmer and taller – **22% less** on free space around the shoulders
  - Two sides – slim side vs broad side enables efficient transport while preserving display
- Works with current bottling, cork, capsules, filling and transport, storage
- Works with all existing wine storage (racks, fridges, shelves)



# Hex Bottle Works with Existing Bottling lines and boxes





LEVEL

*Calistoga, CA*

SENSORIA



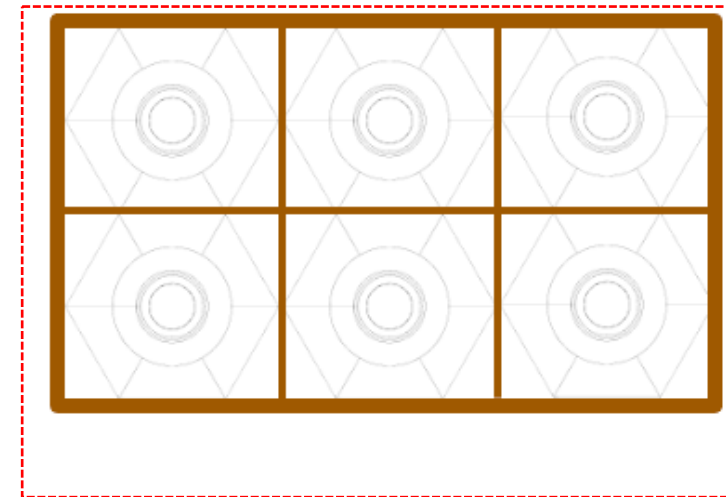
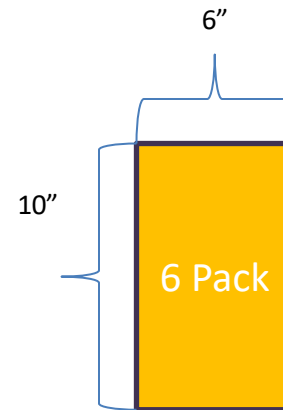
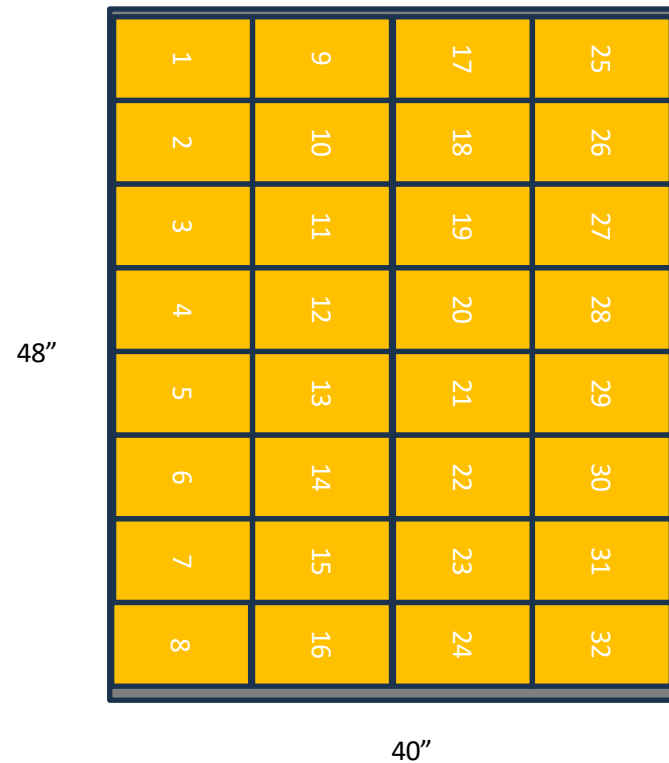


CARDBOARD BOXES: SUSTAINABLE AND VERSETILE



# HIGH DENSITY PACKING

- 160 6 Pack 5 rows
- 80 cases, 960 Bottles







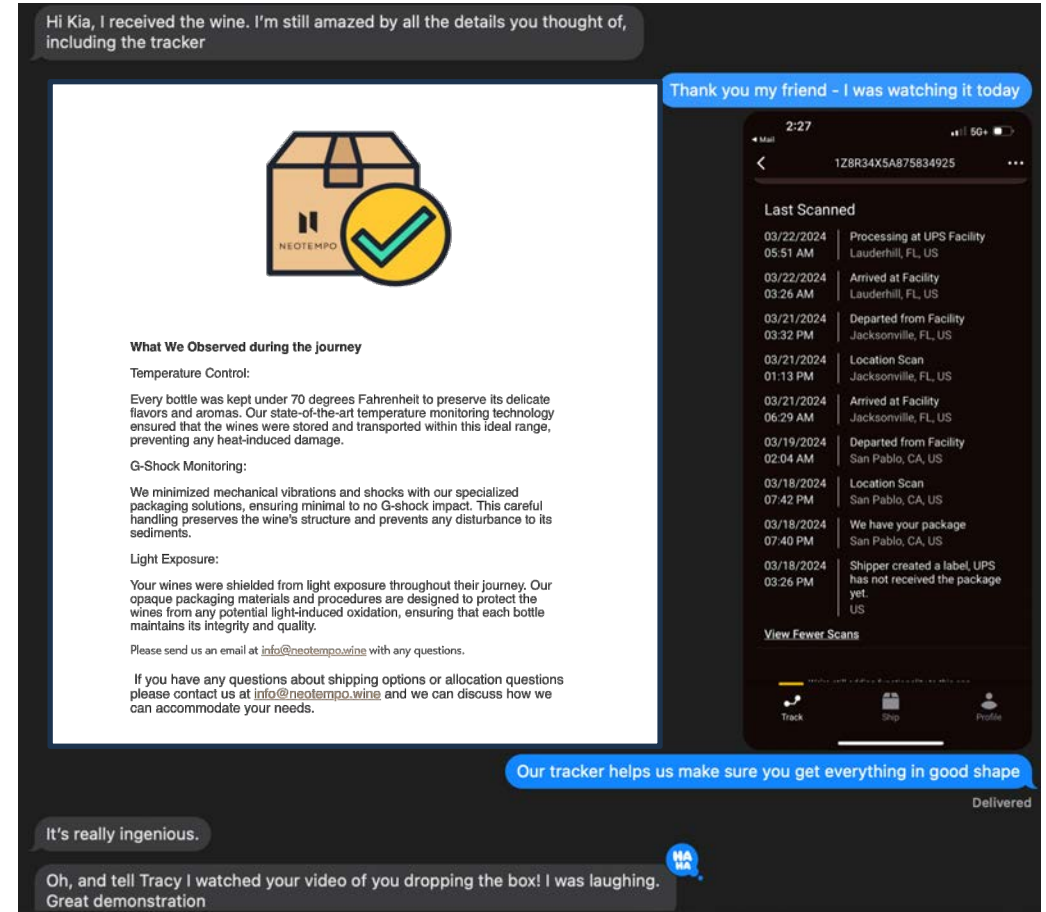
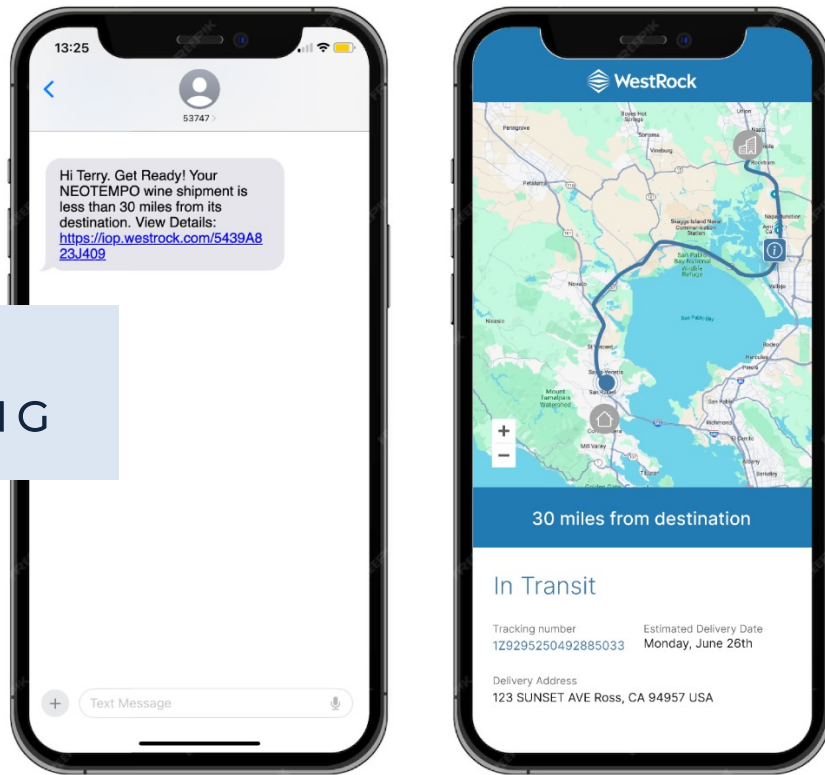
NEOTEMPO DROP TEST

**FUNCTION: LIGHTWEIGHT, DYRABLE, RECYCLABLE,  
COMPOSTABLE, TEMP CONTROLLED**

SMART PACKAGING

# SMART PACKAGING

## SMART TRACKING



Differentiated Customer Experience and Communication

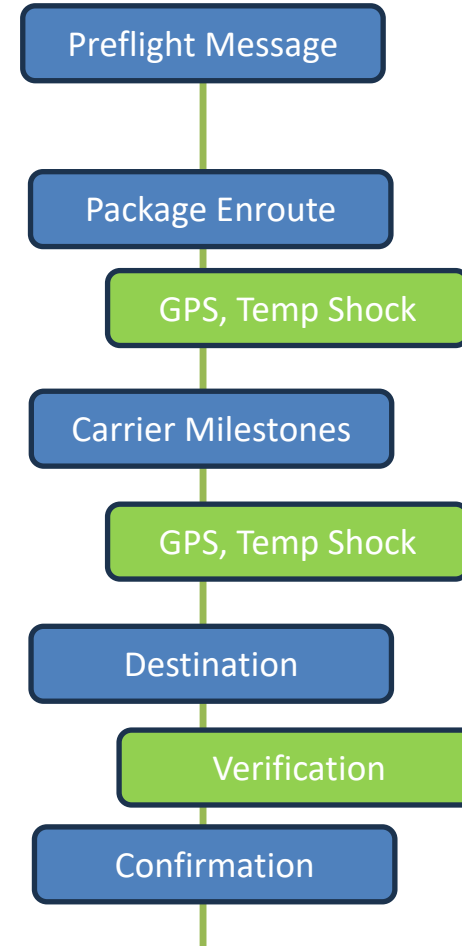
SMART PACKAGING

# SMART PACKAGING



SMART  
TRACKING

End to End Quality Control





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# PARTNERSHIPS



Glass Bottle Manufacturer "Wild glass"



Tracker and Tracking Software



Corrugate Repack - Box



Branding & Label Design



3PL Shipping



Everest Bottling



NEOTEMPO