

UNIFILL: A CAPFUL OF INNOVATION

The Italian Company **UNIFILL** –the world famous producer of machines for unit doses– has been chosen by **UNILEVER ITALY**, together with The Marketing House, a Marketing Organisation known for its trendy and high-impact campaigns, as their partner for the launch of the new **Coccolino Crème**, the last born fabric softener of the Coccolino Line and characterized by new sensual fragrances.

A **Street Marketing Tour** has been organised in the cities of Rome and Milan, based on visibility as well as on the distribution of nicely shaped free samples realized with the **UNIFILL technology**.

The two cities have been wrapped by the softness of Coccolino thanks to the three Coccolino Teams who, driving personalized mini BMW cars, dispensed thousands of glamorous gold-coloured samples perfectly replicating the cap of the new Coccolino container and containing one dose of the new product: "Spoil your senses and your laundry with just one capful".

85.500 is the number of Unifill samples handed out in 4 days in the two cities, while the total number of samples distributed in Italy has been in excess of **350,000**.

The samples, perfect miniature replicas of the golden cap of the primary container, have been produced by the Dutch contract-packer Kompak using a **Vertical Thermoform Fill & Seal Machine model TF-02** manufactured by **UNIFILL**, the Company that has been for the last three decades, the unchallenged world leader in the manufacturing of Vertical Thermoform Fill & Seal machines for the production of plastic unit doses meant for the Food and the Non-Food industry.

The Blow/Thermoform/Fill & Seal Technology was invented by **UNIFILL** in 1980 and is a unique system that allows producing perfectly shaped unit doses, with either soft or rigid plastic materials, with the possibility of adding add a number of fancy features such as stand-up containers, squeezable or peelable opening, reclosable caps, multiple strips, multiflavour/multicolour packages, etc.

With more than 300 installations in the five continents, UNIFILL is proud to number among its customers most of the dairy, confectionery, personal care, home care, chemical and pharmaceutical multinational groups.

UNIFILL is based in the city of Modena, Italy and runs own offices in China and in the USA. Since January 2007 UNIFILL is part of the US-based B.T.F. Group (Blue Tech Finance).

For further information, please visit www.unifill.it or contact sales.dept@unifill.it

