



For Immediate Release:

## **Innovative Cascade 2 in 1 ActionPacs Win DuPont Awards Competition**

August 9, 2004 – The Procter & Gamble Company (NYSE: PG) and MonoSol LLC, the world leader in specialty water soluble films, announced today that Cascade 2 in 1 ActionPacs, a dual compartment water soluble film package for automatic dishwasher (ADW) detergent, won the Gold Award at the prestigious DuPont Awards Competition.

The innovative water soluble packaging system developed for Procter & Gamble's Cascade 2 in 1 ActionPacs features unique dual compartments, which keep two products isolated in separate but adjoining pouches until dissolved in water. The product dispenses a powder detergent and a liquid grease-cutting liquid with one easy-to-handle pre-measured dose, providing consumers with one product that does the work of multiple products and the convenience of a unit dose.

Cascade 2 in 1 ActionPacs are made of MonoSol's cold water soluble film of cast co-polymer polyvinyl alcohol (PVOH). It is a customized film based on MonoSol's popular M-8630 film with some modifications that achieve Procter & Gamble's exact specifications, including Kosher certification. The film itself is completely biodegradable, dissolving completely in the dishwasher, leaving no residue behind and no waste to be disposed of.

The secondary package is a stand-up pouch. This consumer friendly outer pack features a see-through window on the front, which allows the product to stand out visibly on the shelf. Shelf space is maximized by replacing large, heavy jugs and boxes with small lightweight stand-up pouches.

“Cascade 2in1 ActionPacs is the first dual-phase water soluble pouch ever produced,” noted Denise Savas, the Brand Manager at Procter & Gamble. “The product does not need a separate wrapper to contain it, like other tablets. The water soluble material allowed the combination of a dual form unit dose product -- Cascade powder plus the power of Dawn liquid. This breakthrough technology enabled us to use both brands to create a revolutionary one-dose dishwashing product that's a real win with consumers.”

“At MonoSol, we don't just sell water soluble films; we provide total solutions and drive industry innovation. We're continuously developing new products with a custom approach to every project,” explained Christian Rath, Director of Business Development at MonoSol. “Given MonoSol's commitment to industry innovation, we're honored to win the DuPont Award with Procter & Gamble.”

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Introduced in August 2003, the unique package design of Procter & Gamble's Cascade 2 in 1 ActionPacs has increased the overall unit dose ADW market and has quickly captured a significant share of the overall ADW market.

### **About P&G**

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the largest and strongest portfolios of trusted, quality brands. The P&G community consists of nearly 98,000 employees working in almost 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

### **About MonoSol**

Since introducing their first water soluble film in 1953, MonoSol LLC has been the world leader in the development and commercialization of specialty water soluble polymer based films. Today, MonoSol offers a wide range of water soluble packaging films, FRP release films, transfer printing, embroidery topping and unique laminated and coated soluble films custom designed for environmentally friendly packaging and disposable systems. MonoSolRx, a division of MonoSol LLC, commercializes edible film strips as a fast-dissolve oral drug delivery platform. MonoSol maintains a global network of dedicated partners to offer sales, service and technical support to its worldwide customer base.

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