



Readybox[®] in a glance

innovative solutions in packing



Lay-out of presentation

- Short product overview
- Mission / vision of Readybox®
- Fact sheet and market scope full focus on foldable boxes readybox®
- Strategic highlights
- Opportunity for integration in POLYTRA – Fracht AG

Mission :



- Readybox[®] is an integrated designer of wooden packing, using best in class methods and clusterpartners to provide best service for Medium sized companies in Europe.
- Readybox[®] offer always the better suitable solution in wooden packing for intra-company exchanges and protect cargo during storage and transport (all modes). Special focus to guarantee for protection against corrosion using best in class packing methods according to S.E.I. norms .

Foldable READBOX® in 6 / 9 mm birch plywood – flattened bottom to ease inside stowage. Housing closely fitting the bottom; always made to size, mounted in 25 sec.

Preparing SEI 4C packing for an Airbus training module to be shipped to Guadeloupe.



Packing design for Alu hatches (12 x 8 m) able to be stacked 3 high – ready for shipment to Belize.

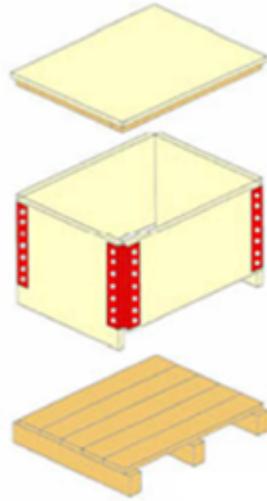


Pallets collars 150-200-300-400 cm H x 20 mm Th. Standard eur size; customised size ! With or without corporate logo



Automotive parts wrapped in VCI paper and globally protected with VCI 120 micr. at pallet size.





January 15, 2018

Readybox at a glance, innovative packing solutions

Production :



- always made to order
- 200 Readyboxes stored on 20 m2 awaiting shipment



Fact sheet readybox®



FOLDABLE READYBOX®	Use of CARD-BOARD packing
Better protection against humidity (and corrosion)	Subject to atmospheric moist, weakening card board
UN certification for IMO /classified cargo	No UN certification
Made to order in small batches	Large batches are needed or only standard dimensions
Re-usable upto 18 times + sealed locks possible	3 fold is re-usable upto 8 times , no sealed locks
Mounted without tools in 25", protection against rough handling	Regular Damage due to rough handling
Differentiator : only 1 global competitor : NEFAB	Multiple global competitors

Market scope: boxes



- Since 2013, Readybox[®] has developed sales with minimum 20% growth per year within a geographic range of 1200 km. As slowdown was clearly manifested due to competition, new investment in online marketing are needed.
- As from 2020 NL market to be developed : potential 3,5 x BE market (Flanders)
- Ambition German market : potential 30 – 40 x BE market (Flanders).

Vision :



- Based on a proven concept in the testmarket Flanders, we have the ambition to be in the top 3 in “packaging solutions” for medium sized companies in machinebuilding and subcontractors in Automotive in Belgium, the Netherlands and Germany.
- Create a market entrance in China in order to optimise the market position in Automotive (investment needed in highly automated equipment).



Strategy :

- Reinforce **commercial processes** and market approach thanks to digital marketing optimisation oriented to Belgium, NL and German market .
- Search for one or more **suitable partners** either for cooperation, distribution and sales in one of or full integration of Readybox®
- Commercial process = **piggyback sales** we provide professional and SEI certified maritime packing service, moreover we also provide forwarding services.



Opportunity for integration

- We believe in synergy through integration from cost saving point of view (market coverage, marketing and sales) of the proven scalable Readybox® concept on a European scale.
- Faster realisation of market growth in selected European markets via presence of a strong partner who is already close to the market.
- Faster creation of visibility, thanks to the position of brand READYBOX®



Dear Board members,

we now want to reach the next level !
Interested to go along for the extra mile?