



# ISBM PROJECT - **SALES GUIDE**

Dear Jokey Colleagues,

In this guide for the ISBM project, we have included all the necessary information, presenting the product, logistical details, and sales information to facilitate everyone's understanding of the project and to enable substantive and professional conversations with future clients.

Kind regards,  
Jokey Poland Team  
14/01/2025

# ISBM TECHNOLOGY POTENTIAL

## FOOD INDUSTRY

Before presenting the details of the Jokey Blow Jar series packaging, we want to show how much potential there is in ISBM technology and how many of the packages around us are made from PET.

Food industry - mainly individual projects, packaging made according to customer specifications. Very often, 1 or 2 projects are able to fill the annual capacity of the machine – high volumes, but mostly low margin level. Most popular are bottles for sauce bottles. Since the beginning of ISBM project we have presented many offers, a lot of projects was > 5 mio. pcs. yearly.



Scheme 1. Samples for food industry.

## COSMETIC INDUSTRY

Similar to dietary supplements, mostly based on standard packaging. Popular standard types are Boston Round and Cylindrical. According to the information received from clients so far companies growth ca. 20-30% y/y.

The quantities are also counted in tens of millions per year/ bottle. Here, depending on the product and the end customer, the margin levels can be similar or even better than in the case of the JBJ series.



Scheme 2. Samples for cosmetic industry.

## HOUSE HOLD INDUSTRY.

The household chemicals market exceeded 200 billion USD in 2023, with a projected stable growth of approximately 4.50% year-on-year in the coming years.



Scheme 3. Samples for house hold industry.

## SUPPLEMENT DIETARY INDUSTRY

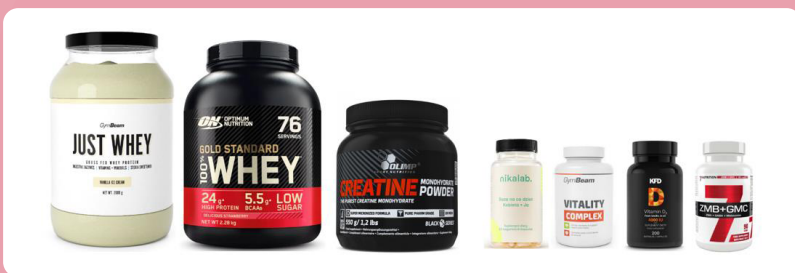
Supplement dietary is one of the fastest-growing sector. Declared growth of companies reaches 30-40% y/y, with a tendency to keep this trend in the coming years. The European supplement market value is estimated at 50 billion € in 2024.

The PET material constitutes the majority share in the used rigid packaging. Second is HDPE with blow molding process.

In this industry, we primarily find many products like powdered such as protein, creatine, and carbohydrates as well as products in tablet and capsule forms like various vitamins, fat burners, and other supplements. While powdered products are available in jars and doypacks, tablets are packaged in PET jars.

The most popular jars for this type of supplements are jars with a capacity of 150ml - 300ml, and based on this, we have built our Jokey Blow Jar series.

Equally popular are large jars with capacities over 1000ml. This opens up opportunities for organic growth in this industry by gradually expanding our portfolio.



Scheme 4. Samples for dietary supplements sector

# JOKEY BLOW JAR SERIES

## MADE FOR SUPPLEMENT DIETARY SECTOR

The Jokey Blow Jar (JBJ) series includes 5 jar sizes ranging from 150ml to 300ml, with various weight options.

Below you find a part of the official presentation, showing product details. It is ready to download together with Technical Data Sheets.

### JOKEY BLOW JARS (JBJ)

Fill capacity	Standard weight	Lightweight
150ml	21,00g	19,00g
175ml	21,00g	19,00g
200ml	23,00g	19,00g & 21,00g
250ml	28,00g	25,00g
300ml	28,00g	25,00g

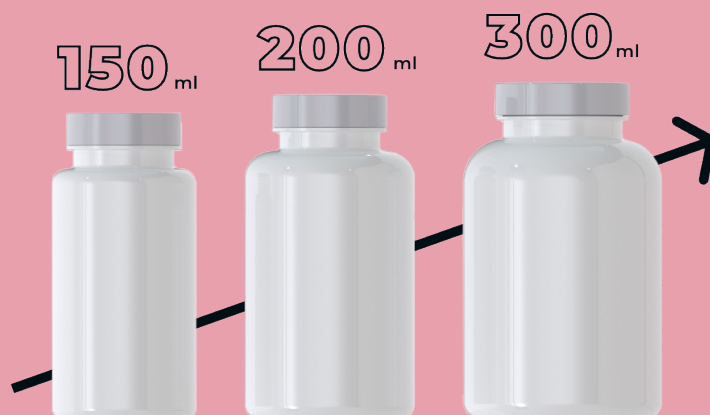
Available from virgin material and rPET

### JCCS PP CAPS WITH IHS

150ml, 175ml & 200ml	28/400
250ml & 300ml	45/400

JBJ series generally are in line with European standards in terms in dimensions, weight and thread size. The most popular jars are 200ml and 250ml.

The quality is comparable to that of competitors and, according to some customers, even higher.



## FROM THE CUSTOMER'S PERSPECTIVE, THE KEY FACTORS ARE:

Type and kind of thread

Fill capacity

External dimensions and weight of the jar

Stiffness

The full name of a given jar consists of the series acronym, capacity, and weight. For example, a 200ml jar weighing 23g is designated as JBJ20023

The dominant colors are white, transparent, and black, followed by semi-transparent brown, green, and red.

Custom mold projects are also available, especially for creating logos on the bottom of the bottle or top of the cap, what is possible to make using current tools.

## JBJ SERIES FULL NAME FOR EACH OPTION

150ml	175ml	200ml	250ml	300ml
JBJ150 19	JBJ175 19	JBJ200 19	JBJ250 25	JBJ300 25
JBJ150 21	JBJ175 21	JBJ200 21	JBJ250 28	JBJ300 28
		JBJ200 23		

The jars are labeled at the customer's production plant.

# JCCS CAPS

## FULL SERVICE FROM A SINGLE SUPPLIER

In line with the principle of full service from a single supplier, we also produce JCCS caps. The JCCS38 and JCCS45 correspond to the 38/400 and 45/400 threads. Over 70% of the caps on the market are smooth, and these are the ones we offer. The thread is standard, screw-on. You may encounter medical, push-on threads, but these are much rarer, and companies are gradually moving away from this solution.



Scheme 6. On the left is a ribbed cap, and on the right is a smooth cap (JCCS)

An industry requirement is that caps have induction liners assembly. The jars on the customer's production line are capped and pass through an induction sealer, which bonds the aluminum to the jar's thread, creating a protection.

Jokey Caps & Closures | Technical Specification

### JCCS 38

Basic data	
Weight:	2,5 g
Diameter:	40,1 mm
Height:	11,2 mm

Tolerance	
Weight tolerance	± 5 %

Two JCCS 38 caps are shown. One is white and the other is blue. They are both cylindrical with a threaded top edge.

Scheme 7. Part of TDS for JCCS 38/400

Technical details of jars and caps are included in Technical Data Sheets.

# SALES TERMS AND CONDITIONS

## FOR JBJ AND JCCS

	JBJ jars	JCCS caps
Material	PET	PP
MOQ standard color	3 pallets	1 pallet
Packaging system	cardboard trays, 2 per layer, plastic foil separator between layers, stackable	16 cartons (4 cartons x 4 layers)
Quantities on the pallet	details in TDS	details in TDS
Pallets height	1,24m	2,00m
Annual production capacity	11 mio pcs	12 mio pcs
Lead time	2 weeks from receiving PO	

### JBJ200 jars are available for sales.

The remaining capacities, along with the caps, will be ready for production between weeks CW5/CW6 2025.

## MATERIAL TO DOWNLOAD

In following link you will find Technical Data Sheets, ISBM external presentaiton and other materials.

<https://nextcloud.jokey.com/index.php/s/SGS5LM2WnP7SpyR>

password: ISBMproject

# PROJECTS DEVELOPMENT AND PRICING

Based on our conversations with clients so far in the dietary supplements industry, we know that many companies collaborate with each other. Until we have thoroughly penetrated this market and obtained the necessary information to avoid misunderstandings, an intercompany price list has not been prepared at this stage. All inquiries will be individually priced by the team in Poland.

We also offer full support for other inquiries from the market regarding PET packaging, both during the discussion, development, and project pricing phases.

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