

PATENTED

EZ SCOOP

A convenient solution for powdered products

We all know how much consumers hate to dig their hand into the powder to retrieve the scoop – not only does this compromise hygiene but it leaves a mess! TricorBraun's patented EZ Scoop* eliminates this problem and helps create brand loyalty. So, why allow the consumer's first engagement with your product to be anything less than positive?

Alternatives to the EZ Scoop certainly exist but none provide the same convenience, hygiene and affordability. Not only does the consumer open the package to find the scoop sitting cleanly in the neck, but after each use, they simply place the scoop back into the neck of the bottle at any radius within 360 degrees and away from the powder.

EZ Scoop is a convenient, no-mess solution that is sure to put a smile on their faces and keep them coming back for more.

For more information, email us at marketing@tricorbraun.com

*TricorBraun holds the utility and design patent for this innovation. The scoop is available in multiple sizes and colors. The handle can be embossed. Allmax was the first to use the EZ Scoop.

	TRADITIONAL	CLIP or SNAP-IN LID OPTION	MOLDED-IN SCOOP	EZ SCOOP
SCOOP PLACEMENT	In powder	In lid, but scoop arrives in powder when first purchased	Injection-molded into closure	Sits freely in neck of bottle, away from powder
CONSUMER EXPERIENCE	☹️	😊	😊	😊😊
COST	😊	😊	☹️	😊😊

