

A SIMPULL *example*



An Australian quick service restaurant chain needs a solution to their frozen fries dilemma.

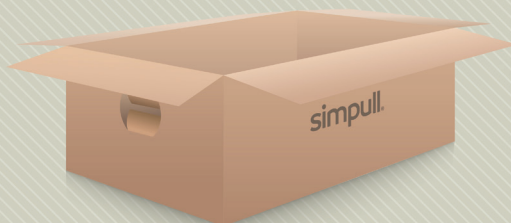
In a fast paced workplace, and restricted from using knives, staff find a quick way to open a frozen fries box is to bash the side to pull off the tape. However, this **breaks the fragile fries** into shorter lengths, requiring a larger portion of the product to fill their customers' cartons - effectively **giving fries away!**

BROKEN FRIES



need extra

FULL LENGTH FRIES



no extras

Simpull Box has solved it. It's quick and easy, yet safe and **gentle to open**, and does not damage the frozen fries. The small change over to Simpull Box will make a big impact for the quick service restaurant chain, **saving the company millions** of dollars every year, while improving operations for their employees.

simpull.box

NO KNIVES. NO DAMAGE. NO DELAYS

THE SIMPULL *numbers*



So let's compare the numbers.

The frozen fries are supplied to the Australian QSR in 12kg boxes which, after cooked and portioned into customers' cartons, averages around AUD \$250 in total sales for each box.

The comparison of time taken to open a box is based on starting and ending with hands on the box but assumes the user already has a knife handy. We gave up measuring how long it takes to first find a knife in a busy QSR and decided not to include it!

SIMPULL BOX OF FROZEN FRIES

1

1 SECOND TO OPEN

Employee rate of \$8.00 per hour
= \$0.002 per box

0

NO FRIES GIVEN AWAY

Avg 0% of \$250 of product
= \$0 lost sales per box

0

NO KNIVES

No downtime, no reduced efficiency, no reporting costs

Cost to use Simpull per 100,000:

AUD **\$200**

↑ Not a typo!

STANDARD BOX OF FROZEN FRIES

20s

20 SECONDS TO OPEN

Employee rate of \$8.00 per hour
= \$0.044 per box

5%

2-8% FRIES GIVEN AWAY

Avg 5% of \$250 of product
= \$12.50 lost sales per box

\$?

COSTS OF KNIFE INJURIES

Downtime, reduced efficiency, reporting costs

Missed savings per 100,000:

AUD **\$1,254,400!**

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