



COUGHLAN PRODUCTS CORP

973-904-1500
800-822-2436
Fax: 973-904-9191

P.O.Box 708 357 Hamburg Turnpike Wayne, NJ 07474-0708

www.coughlanproducts.com Email: info@coughlanproducts.com

For More information, please contact:

Pat Campbell

Executive Vice President

Coughlan Products Corp

(973) 904-1500 ext. 14

patc@coughlanproducts.com

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For Immediate Release:

NEW MANUFACTURING CAPABILITIES COMPLEMENT ONGOING PRODUCT INNOVATION AT COUGHLAN

Long respected in the Industry for its product development expertise and creativity, COUGHLAN PRODUCTS has enhanced its manufacturing capabilities to include the latest technology in induction sealing equipment for jars up to 100 mm in diameter. New top, bottom and wrap labeling equipment expertly adheres the sometimes difficult-to-apply clear film labels. A recently constructed, state-of-the-art stability-testing laboratory offers an accelerated on-site "read" of long-term shelf life and product performance over time.

"The growth of our oil-based exfoliating scrub business has been astronomical," says COUGHLAN Executive Vice President, Pat Campbell. "When we started filling scrubs, three years ago, they were in glass wire-bale jars with rubber seals to keep the oil contained." The packaging for these products has evolved through PET wire-bale jars to heat induction-sealed PET jars. "Sealing these jars is as much an art as a science," says Campbell. "COUGHLAN's engineers have perfected this art. Our customers, from the mass marketers to the high-end prestige brands, are pleased to be in glass-like, un-breakable, no-leak PET containers."

As the technology of exfoliating scrubs continues to develop, COUGHLAN has led the way with innovations such as shimmer skin polishers, warming rubs, thickened scrubs and white oil formulations that allow coloring of the product without the yellow cast of most oils. COUGHLAN's manufacturing equipment

and capabilities continue to be upgraded in support of the requirements for these new products.

Visual interest, texture and color in the package attract customers to a particular product on the shelf. Today's crystal-clear PET jars and super-clear film labels allow these attributes to show through the label despite all of the text. If older label application equipment is used, these new films trap air to form bubbles that interfere with clarity. "Our new wrap labeling equipment," says Campbell, "makes the label disappear 'like magic.' Logos and selling text seem to float on the surface of the jar, with the product texture and color shining through. Our new top labeling equipment lays down bubble-free film on caps for a professional, polished appearance." The ability to apply a top, bottom and wrap label, in-line, increases manufacturing efficiencies and allows COUGHLAN to meet the labeling needs of a broad range of customers.

Upgrading the on-site R&D laboratory to include state-of-the-art stability chambers speeds the development process and better serves customers. "As custom manufacturers, the area where we add the most value for our customers is formulation and new product development," reports Randy Reynolds, President of COUGHLAN PRODUCTS. Reynolds says, "New products are the life blood of business, for ourselves and our customers."

"Our in-house stability protocol has allowed us to more rapidly screen new technologies as well as potential formulation approaches," explains Laura Spaulding, Ph.D. COUGHLAN's V.P. of R&D. COUGHLAN is a custom manufacturer in a very specialized area of technology. Dr. Spaulding asserts that the ability to more quickly identify potential problems, such as package compatibility or shelf-life issues, makes a real difference to customers. "If we see an issue soon enough in the development cycle," says Spaulding, "we can modify formulations to enhance long term stability, especially in the areas of color, fragrance and packaging."

COUGHLAN PRODUCTS CORP IS A LEADING RESOURCE FOR INNOVATIVE, HIGH QUALITY CUSTOM MANUFACTURED BATH AND PERSONAL CARE PRODUCTS SPECIALIZING IN EFFERVESCENT BATH PRODUCTS, BATH SALTS AND EXFOLIATING SALT AND SUGAR SCRUBS.