News Release

9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com



client: **SnapSlide**

contact: Christopher Dale

Turchette Agency

(973) 227-8080 ext. 116

[cdale@turchette.com](mailto:cdale@turchette.com)

**SnapSlide™ Wins People’s Choice Award**

**for Sustainability Innovation from**

**World’s Largest Plastics Association**

**Patented solution awarded top honor for reducing plastic usage by more than 25% while aiding consumers with physical limitations**

Scranton, PA – **SnapSlide, LLC**, a packaging innovations company dedicated to making it easier for consumers to access pharmaceutical products, has been named the **People’s Choice Award winner for Sustainability Innovation** by the **Plastics Industry Association (PIA),** the largest association in the global plastics industry. The Plastic Sustainability Innovation Awards shine a spotlight on trailblazers who are pushing the boundaries of what's possible in sustainable plastics manufacturing, driving meaningful impact across the global plastics industry.

The winning product was the company’s **SnapSlide Rx**, a revolutionary child-resistant closure for prescription bottles that improves access to medications for those with physical limitations or dexterity issues. In addition to providing enhanced accessibility, the product’s patented design delivers substantial sustainability benefits, using over **25% less plastic** than conventional Rx packages, and providing **30% greater efficiency** in shipping & distribution. These benefits are achieved while still providing the scale and price points that the industry is accustomed to.

Voted on by the general public through an open platform promoted across the PIA’s digital and social channels, the People’s Choice Award drew dozens of nominations from companies around the world. SnapSlide emerged as the top choice, reflecting both its breakthrough design and growing recognition as a forward-thinking solution in sustainable packaging. SnapSlide was the first non-publicly-traded company to with the award in three years. This is also the third major award bestowed upon SnapSlide Rx in recent months, with the product previously winning AmeriStar awards from the Institute for Packaging Professionals (IOPP), including their coveted People’s Choice Award for Packaging Innovation.

**Significantly Improved Drug Accessibility for over 70 Million Americans**

Developed as a slide-to-open/close alternative to conventional push-and-turn mechanics, SnapSlide’s technology represents a potentially life-changing innovation for the over 60 million Americans with some form of dexterity issue, including arthritis, fibromyalgia, multiple sclerosis and Parkinson’s disease. Of these, an estimated 12 million are temporarily or permanently unable to use one of their arms or hands. These include amputees, stroke/paralysis patients, and many faced with congenital birth defects, for whom conventional pharmaceutical closures are virtually impossible to open, dose, and close with one arm.

The SnapSlide closure has proven to be substantially more popular *regardless* of dexterity issues. In focus groups, nearly 90% of consumers preferred SnapSlide to conventional amber vial closures. Two-thirds reported they would be more loyal to brands adopting SnapSlide – and likely to switch to a competing brand if theirs did not incorporate the solution.

“We are incredibly honored to receive the People’s Choice Award for Sustainability Innovation,” said Rocky Batzel, Inventor and CEO of SnapSlide. “This award not only validates the importance of accessibility in packaging, but also underscores our commitment to reducing plastic waste while enhancing the user experience.”

###

**About SnapSlide**

SnapSlide, LLC designs and produces a range of patented packaging solutions that make opening and closing profoundly easier and safer for all users. This platform of solutions includes products for a wide range of industries, including prescription and over-the-counter pharmaceuticals, household products, chemicals, and cannabis. [www.snapslide.com](http://www.snapslide.com)

**About Plastics Industry Association**

Founded in 1937, the PIA is a globally recognized organization known for fostering innovation, sustainability, and cross-border collaboration across the full plastics supply chain, including materials suppliers, processors, equipment manufacturers, and recyclers. It is the world’s largest association within the plastics industry. [www.plasticsindustry.org](http://www.plasticsindustry.org)