



Are you fed up with supermarket **shopping bags** that won't **stand upright, stay open or keep their form** ? Us too, that's why we've created the **SimpleBag®**.

Designed in a 400m2 factory in the heart of Nice, the SimpleBag® owes its creation to André FLORES, Jean-Jacques Arlotti and the ingenuity of Pierre Arlotti, a mining engineer who has joined his father on this adventure by conceiving the machinery necessary for its production. A total investment of 500 K€ has allowed Athena Distribution, created in 2012, to **start the first phase of marketing**.

Available in certain shopping outlets like Carrefour or Brico Marché, the SimpleBag® has already seduced the Richardson group/network and looks set to target the Italian market, too. Intended first and foremost for construction industry professionals, the SimpleBag® is available as a shopping tote and soon, as an insulated bag. Designed for this model, in a coated and printed fabric with a total capacity of 50 litres, it has been created with only French-sourced elements.

The inventiveness lies in the **bag's opening mechanism**, which through a simple rotation of a semi-rigid plastic bag fixed on the perimeter of the opening, **allows the bag to remain completely open and thus easier to fill**. This opening mechanism is adaptable to all types of containers (garbage bags, shopping bags, refuse bags, etc.).

Video report from the Chamber of trade and Craft:



<https://www.youtube.com/watch?v=XSTa-nt7OV8>

This **patent-pending invention** has already received several awards:

- 1st prize from the Ministry of Industry and Commerce
- CGPME Gold Medal
- Progress Award

Here is a video demonstration (in just a few seconds):



<https://www.youtube.com/watch?v=iEXdLQOI80>

A news segment from France 3 (1min53):



<https://www.youtube.com/watch?v=3yMCre43Rt8>

Needless to say, **the bag market is infinite**. It spends several hundred billion dollars each year worldwide. The manufacturing and setup cost of the plastic bag is incredibly low compared to the manufacturing cost of a bag.



Key points:

- Owner of a design patent
- Opening system adapted for all types of containers
- A market of more than 100 billion bags sold every year all over the world
- Very low price of production and installation
- Production machinery already in place

The company needs to raise funds for development, and is beginning its search for investors.

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