



GreenSpense wins Frost & Sullivan's European 2015 New Product Innovation Award in Sustainable Packaging

Tel Aviv, Israel, December 1, 2015 – GreenSpense, the innovator of propellant-free continuous dispensing technology, announced today that it has won the European 2015 New Product Innovation Award in the Sustainable Packaging Industry, granted by Frost & Sullivan.

The company received the award for its Eco-sleeve product, a safe, sustainable, low-cost packaging solution that eliminates the need for gas propellants in continuous dispensing packages. GreenSpense's Eco-sleeve is the only propellant-free technology that generates the high pressure required for quality dispensing and can be easily implemented in production filling lines.

“Manufacturers are increasingly looking for environmentally friendly packaging to satisfy global ecologically-conscious consumers as well as to meet regulatory requirements,” said Gadi Har-shai, GreenSpense's CEO. “GreenSpense addresses the drawbacks of conventional aerosols while offering new creative packaging through its propellant-free, continuous dispensing technology, the Eco-sleeve. We are proud to have received Frost & Sullivan's recognition of our leadership in the sustainable packaging market.”

According to the Best Practice Research report by Frost & Sullivan, one of the main advantages of the GreenSpense Eco-sleeve product is that it can be used with standard aerosol valves and actuators. It also empties 99% of packaged contents, enables a long shelf life without the addition of preservatives while providing controlled and even dispensing of packaged contents. Competing products, which do not use propellants, are generally designed to a specific application area and are not transferable across all applications. Overall the GreenSpense solution received a grade of 9.55 out of 10 in Frost & Sullivan's Decision Support Score Card, significantly higher than the two competitors that were ranked.

“Ultimately, growth in any organization depends upon continually introducing new products to the market, and successfully commercializing those products,” said Rajiv Kumar, Vice President at Frost & Sullivan. “For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition. GreenSpense has excelled in all three.”

About GreenSpense

GreenSpense is a startup founded in 2012 that develops innovative, propellant-free continuous dispensing technology. By eliminating pressurized gas from aerosol containers, GreenSpense's technology removes the need for pressurized canisters, allowing innovative package design with low cost, recyclable materials such as plastic or cardboard. Easy to implement in standard filling lines, GreenSpense technology is safe, eco-friendly, and works with industry standard components. For more information, visit www.greenspense.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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