



WELCOME TO  
**EASYSNAPS®**



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[openbookextracts.com](https://openbookextracts.com)

# About Us

## We are Open Book Extracts

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Every OBX product starts with premium hemp genetics grown exclusively for OBX by a network of carefully vetted farmers across North Carolina and Virginia. All OBX products are extracted and processed at our food-grade 76,000 square-foot facility in Roxboro, North Carolina that complies with the FDA's current good manufacturing practices (cGMP).

OBX tracks and records product flow through the complete life-cycle (cultivation, harvest, extraction, production, testing and packaging), providing unparalleled transparency into the lineage of finished products. All products are tested internally at each step of the refinement process and then by licensed third-party laboratories to ensure the quality, consistency, and safety of all products, in compliance with applicable state and federal regulations.

OBX products exceed the highest standards for safety and consistently yield pure CBD ingredients that you and your customers can depend on.

LEARN ABOUT

# EASYSNAPS

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OBX's EasySnaps allow you to offer premium hemp products while building a loyal customer base under your own brand.

EasySnap is the only one hand opening and dispensing portion pack for liquid & semi-liquid products. OBX holds exclusive rights to package cannabinoids in the US and Canada with our in-house EasySnap machine. With EasySnap, you can increase margins and drive customer adoption, while providing an ideal solution for product dosage and on-the-go consumption. The one-hand technology incision allows for easy opening and product dispensing.



**TOPICAL**



**INGESTIBLE**



**SPREADABLE**



**SOLUBLE**

## With EasySnap, OBX offers:

- Selection of ingestible & topical products to go into our EasySnap packaging with your logo
- In-house stability testing
- Direct shipping to partner or distributor as needed

# WHY EASYSNAPS?



## Cost Effective

Cost-effective on-ramp to customer product adoption

- For the hemp-curious individual not ready to spend a moderate amount on a full-size product, EasySnaps allow a much lower price point, ultimately driving higher customer adoption for repeat purchase and upsell opportunity



## Ease & Simplicity

Single dose packaging creates ease and simplicity

- EasySnap packaging saves space and volume. For those on-the-go, the single use packaging allows no-guess dosing and practicality



## Profit Margins

Increased profit margins

- Enjoy upwards of 70% gross profit margin when buying at our volume-based rates and selling at suggested MSRP

**Easy.** Product squeeze up to 98%.

**High usability.** Easy to learn & to use by children, elderly and disabled people.

**Long shelf life.** No air inside and 100% barrier properties to maintain product integrity.

**Hygienic.** No product contamination while opening and product dispensing.

**High marketing positioning.** 100% smooth and no rippled, completely printable surface.

**Safe.** Semi-rigid bottom, unbreakable, unless folded over 90°.

**Incision on bottom film.** Enables progressive opening and product dispensing while folding.

**WORLDWIDE PATENTED**

**EasySnap**  
THE ONE HAND OPENING TECHNOLOGY

Ingredients: Acid, Glucosyl Stearate, Glycerin, Butyrospermum Partii Butter, Dicyclohexanil, Cera Alba, Phenylmethanol, Ethylhexylglycerin, Sodium Dihydroacetate, Disodium EDTA, Allantoin, Parfum.

**\*PACK YOUR OWN PRODUCT WITH EASYSNAP.\***  
*(free sample - not for sale)*

How to open  
**FOLD & SQUEEZE WITH ONE HAND**

1 2

Packaged by Entomero C/Packing S.r.l. - Via Dava 9/D  
San Giovanni Lupatoto (PD) - Italy  
[www.easysnap.com](http://www.easysnap.com)

3g e

# guarantee

## The OBX Guarantee

*OBX guarantees that our products are made with integrity, care, and, of course, our premium grade hemp extract. With a deep dedication to customer satisfaction, OBX offers a 100% money-back guarantee.*

# EASYSNAP PROCESS

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## Setting up EasySnaps is simple:

### White Label

Apply your brand to one or more of OBX's premium turnkey products

1. Product Selection
    - Select your form (e.g. topical) and flavor/fragrance
    - Determine order quantity
  2. Branding
    - Complete artwork intake process
    - Finalize package design (2 iterations included)
  3. Payment
    - Receive invoice and submit payment
- 

### Private Label

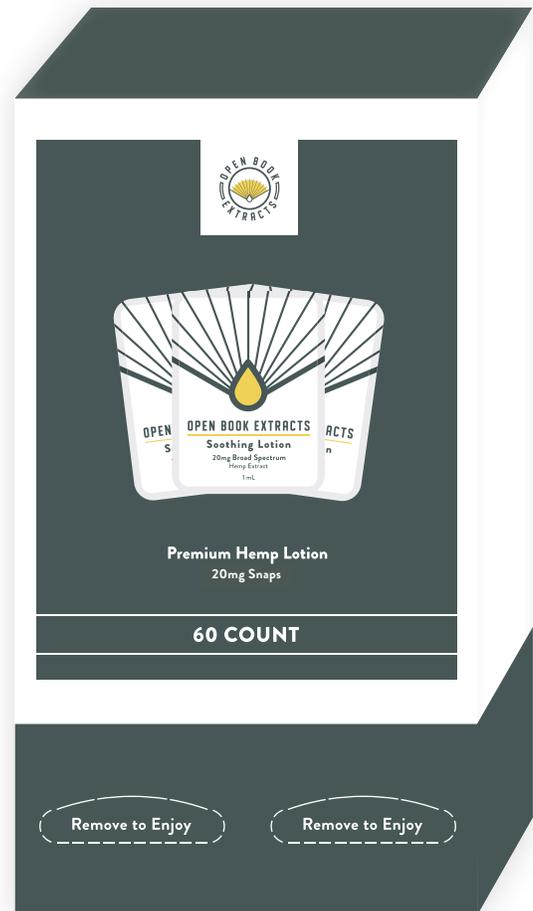
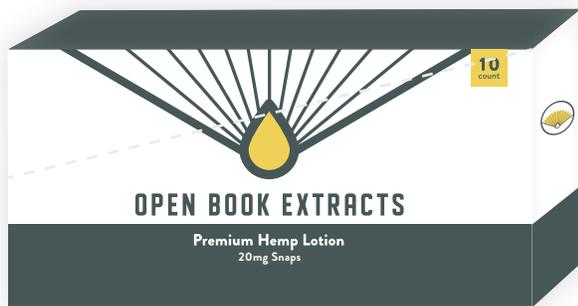
Leverage OBX's world-class product development team for custom formulations

1. Product Consultation
  - During this stage, we'll work to understand your goals, brand, consumer demographic. From there, we'll establish a proposal for initial product development to define scope and costs
2. Prototype Products
  - Upon proposal acceptance and development fee receipt, we will create and test your custom formula
  - Complete artwork intake process
  - Finalize package design (2 iterations included)
3. Product Selection
  - After you take the opportunity to review the products and branding, you'll place your initial order
4. Payment
  - Receive invoice and submit payment

## Co-Package

Use your own product and formulations in EasySnaps

1. Stability Testing
  - Send a 100g sample of your product for accelerated compatibility testing. Process takes about 6 weeks
2. Branding
  - Complete artwork intake process
  - Finalize package design (2 iterations included)
3. Ship Your Bulk
  - Ship formula in approved containers with CofA to OBX
  - OBX will send formula for micro testing prior to filling
4. Payment
  - Receive invoice and submit payment



# WHITE LABEL PRICING

## Benefits of working with Open Book Extracts:

- Exceptional customer service
- Easy ordering process
- Custom labels with your colors and logo
- Stability testing

## The Specs:

- Size - 40x50mm
- 100% smooth
- Air-tight seal
- No contamination risk
- Long shelf life
- Fold, snap and squeeze with one hand
- Take them anywhere

## Pricing:

	Suggested MSRP	MOQ: 10,000	MOQ: 25,000	MOQ: 50,000 <sup>1</sup>	MOQ: 100,000 <sup>2</sup>
<b>EASYSNAP INGESTIBLES</b>					
20mg Tincture Broad Spectrum No. 22	\$2.50	\$0.75	\$0.50	\$0.30	Call for Quote
20mg Tincture Full Spectrum No. 20	\$2.50	\$0.75	\$0.50	\$0.30	Call for Quote
40mg Tincture Broad Spectrum No. 22	\$3.00	\$0.95	\$0.65	\$0.45	Call for Quote
40mg Tincture Full Spectrum No. 20	\$3.00	\$0.95	\$0.65	\$0.45	Call for Quote
<b>EASYSNAP TOPICALS</b>					
20mg Soothing Cream No. 6	\$2.50	\$0.75	\$0.50	\$0.30	Call for Quote

1 - Co-packing of buyer ingredients available starting at 50,000 units

2 - Private label available starting at 100,000 units

Want to use

# Your Own Product?

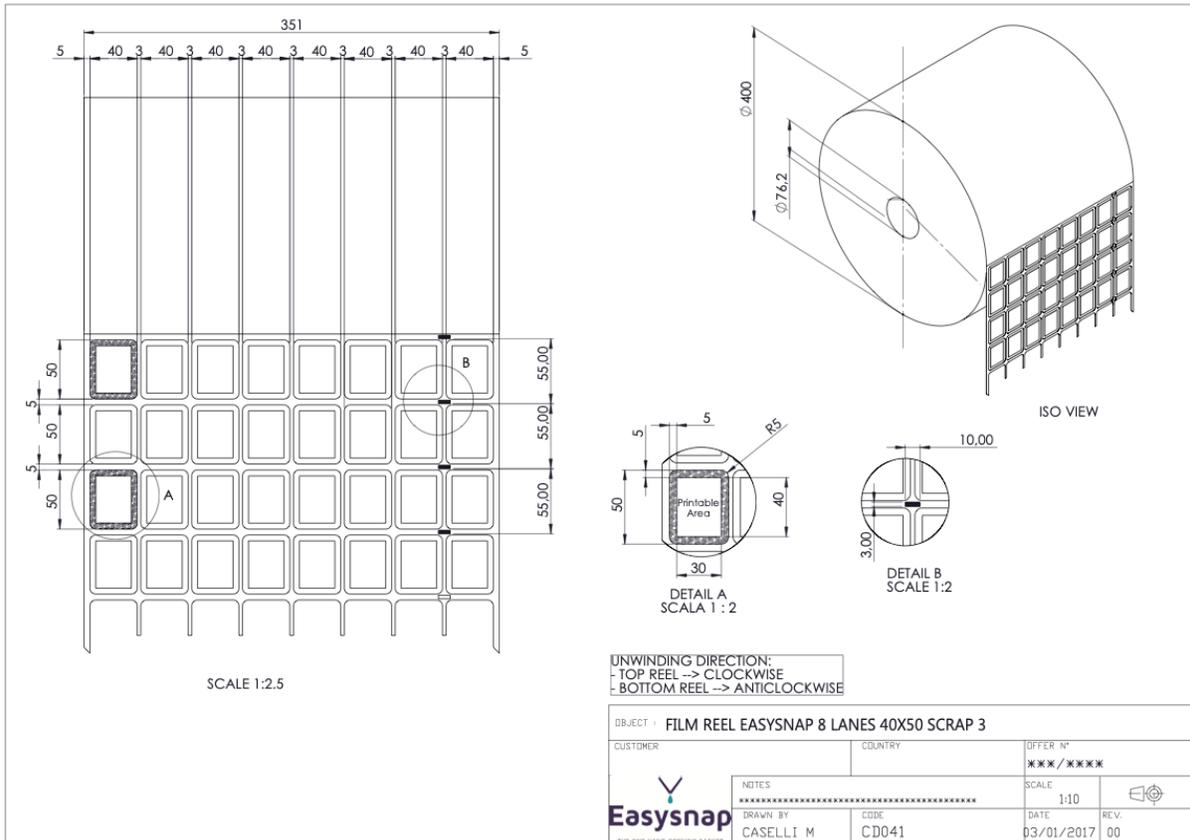
OBX is willing to support strategically aligned partners in a *limited capacity*. We work closely with your team to work through fulfillment, packaging, and logistics to enable you the benefits of this unique form factor.

## Our Co-Packing Program:

- Your ingestible and topical products to go into our EasySnap packaging
- Custom labels with your colors and logo
- In-house stability testing
- Direct shipping to partner or distributor as needed
- Minimum run = 50,000 snaps



# GETTING SETUP



\*For co-packaging, we request 1 kilo of fill ingredients for stability testing.

**Please send to:**  
 Open Book Extracts  
 Attn: Phoebe Leppla  
 317 Lucy Garrett Road  
 Roxboro, NC 27574

# GETTING SETUP

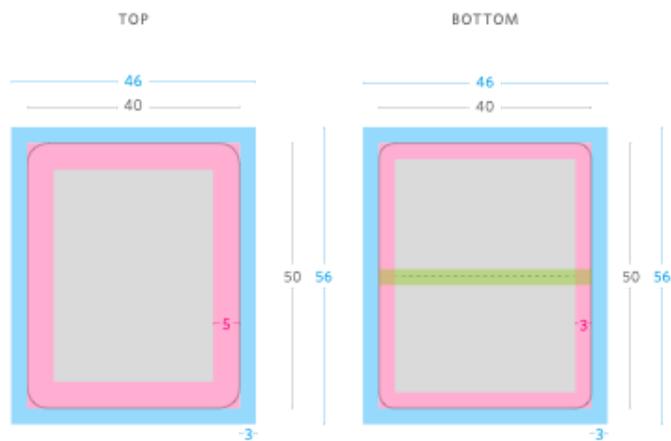
TECHNICAL GUIDELINES

## HOW TO DESIGN AN ARTWORK for flexographic & rotographic print on Easysnap plastic film\*



\* Top & Bottom side

EASYSNAP SIZE  
40 x 50 mm



### LEGENDS | LEGENDA

- Size layout and die-cutting | Dimensioni area di layout e fustella di taglio
- Internal safety limit: 5 mm for the Top, 3 mm for the Bottom | Margine di sicurezza interno: 5 mm per il layout del Top, 3 mm per il layout del bottom
- Bleed area: 3 mm | Area di abbondanza: 3 mm
- Secure printing area | Area di stampa sicura
- .... Opening cut | Taglio di apertura
- Safe area on the opening cut. We suggest do not apply texts or readable graphic elements in this area | Area di sicurezza sul taglio di apertura. Sugeriamo di non applicare testi o elementi grafici di lettura in questa zona.

All measurements are in millimeters.  
Tutte le misure sono espresse in millimetri.

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www.easysnap.com

# GETTING SETUP

## TECHNICAL GUIDELINES

### HOW TO DESIGN AN ARTWORK for flexographic & rotographic print on Easysnap plastic film\*



\* Top & Bottom side

#### 1. FILE FORMAT

The artwork must be sent in PDF or in open format as AI or EPS, Following the specifications listed below.

Name the files in sequence Top/Bottom beginning from the TOP page (01 TOP, 02 BOTTOM). For PDF multi-page use the same order.

#### 2. FILE SOURCE/ORIGIN

##### FILE PDF

It can be possible to send a single file in PDF or multi-page PDF. For orders with multiple subjects send separate PDF for each subject.

PDF files must correspond to PDF/X-3:2002 standard version. Please consider also:

- comments and form fields are not permitted
- encryption systems (e.g. password) are not allowed
- OPI comments are not allowed
- transfer curves are not permitted
- must contain an output-Intent (print mode indication)
- all texts must be converted in paths/vectors
- levels are not allowed
- do not create PDF documents with pages rotation.
- resolution 300 DPI min.
- TIFF and JPG or others image files in the document composition must have an output resolution of 300 DPI
- it is advisable to convert transparency and gradient in JPG and TIFF before distilling the PDF
- don't include paths for die-cutting.

#### IMAGE FILE

Files created with a image processing program, like Photoshop, can be provided in format: TIFF, EPS, PSD or PDF. Please consider also:

- must not contain Alpha Channels
- must not contain clipping paths
- must be saved without compression function
- minimum resolution: 300 DPI

These requirements must be respected also for the image file creation subsequently revised in the final artwork in other layout programs.

#### OPEN AND VECTOR FILE

Files can be provided in an open format (EPS, In-design folder, PSD) by prior arrangement with the production office or graphic office.

All texts must be converted in vector paths.  
All images must be included.

In this case it is useful to maintain the separation of layers in the file.

#### 4. FILE DIMENSIONS AND WAYSIDE TRIM.

- Please create a print document of the exact print size and include an area of abundance of 3 mm (See diagrams template for your easysnap size, enclosed)
- Please do not insert text or graphics of reading in the safety margin of 5 mm for the Top and 3 mm for the Bottom.
- Include in the file crop marks, or register.

#### 5. COLORS

##### COLOR MODE

CMYK or grayscale, 8 bits / channel

For all products in 4 colors must not be created special colors or pantone, as you should not use spaces in CMYK color alternative, since this would inevitably lead to misinterpretation in color reproduction.

##### MINIMUM COLOR CONTRIBUTION

Color coverage below 10% can produce a printed output very weak.

##### COLOR PRINTING PROFILE

Coated FOGRA39 (ISO 12647-2:2004)

##### PANTONE AND SPECIAL COLORS

For spot colors refer to the Pantone colors. The Pantone colors to be used must be specified in the file.

For best results print recommend to convert all colors in Pantone color uniforms of the file, especially the texts.

#### 6. SIZE OF THE FONT / LINES THICKNESS

Avoid in any case texts of less than 5 pt.

Thickness of the lines:

- For lines in the positive (dark lines on a light background), the thickness must be at least 0.25 pt. (0.09 mm).
- For lines in negative (light lines on dark background), the thickness must be at least 0.5 pt. (0.18 mm).

#### 7. FINITURE FINISHES

Any special finishes such as colors (gold and silver), hot stamping, painting, should be included in the file as a spot color (Pantone) by renaming the color channel according to the finish required and agreed upon by the production office.

#### 8. LAYOUT SCHEME PRINT

The following are the print layout of our formats reference, for proper setting of your custom design. Don't include any paths for the die-cutting.

#### IMPORTANT RECOMMENDATIONS ABOUT THE ARTWORK OF THE BOTTOM SIDE

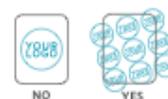
##### • FLEXOGRAPHIC PRINT

If you're printing in flexographic we recommend to avoid to design artwork of the bottom side in negative color.



##### • ROTOGRAPHIC PRINT

If you're printing in rotographic we recommend to design artwork of the bottom side as a continuous texture.



##### • IN LINE HEAT TRANSFER PRINT

For artwork to be print in-line during the production with thermal printer, please refer to the appropriate guidelines



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