

USA

WILLY JOHNSON

ToPo®, all though initially came from a Eureka moment, when having dropped a plastic screw top onto the floor, I realised that joining one Top with another could make a marvellous Toy unit, not dissimilar to Lego, considered to be the most successful Toy of all time. Moving forward with that basic Eureka moment, ToPo® was born. The realisation that besides being a useful and enjoyable Toy, ToPo® had some other even greater advantages to offer soon became very obvious.

The burning issue of Environmental Plastic Waste and in particular the “Single Use” discardable item being the most glaring necessity to try and overcome, caused “sToPollution®” to be born. The Plastic screw top, instead of being discarded by the Trillions, could, by now becoming a ToPo®, be a Collectable, useful and educational Toy, never to be discarded, “for the more the merrier” the more play value it increased.

It did not take long to also realise that another considerable advantage was indeed commercial and financial – ToPo® turned a “Utility” necessity into a FREE collectable Toy greatly sort after by children and indeed the whole family to play with and use. The desire to obtain as many ToPo®s as possible would increase the sale of any Beverage container using it as a closure thus becoming a magnificent Sales Magnet and attraction.

Eventually when the ToPo® collection comes to an end, it can in great numbers be re-cycled. Even that can be turned into a monetary advantage for recycled plastic has an intrinsic value which can, for example be advantageously used for charitable causes – Children helping Children!

Today “sToPollution®” is one of the greatest necessities that our Planet needs for it's very survival. Placing a ToPo® onto a beverage bottle not only helps, most importantly, to save our Environment from further pollution damage but it does so at the same time as giving “Free family fun”, increasing beverage sales and most desirably helping to stop plastic micro- particles entering into our food chain – “for we are what we eat”.

ToPo® with a simple Twist, converts into a previously wastefully discarded closure, Environmentally dangerous, into a much loved collected Toy. Thus, most importantly, increasing the sales of one of the biggest Consumer Products, Water and Beverages of all kinds, to be found on our shelves. Each Container prominently and distinctively drawn to the consumer's attention by the ToPo® sitting, like a Crown on it's head!

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