



The Future in Keg Technology



Time for Positive Change with New Vision

A Word From Our Founder

Having worked with some of the world's leading breweries for decades, I know that recent year's have negatively affected our industry beyond comprehension.

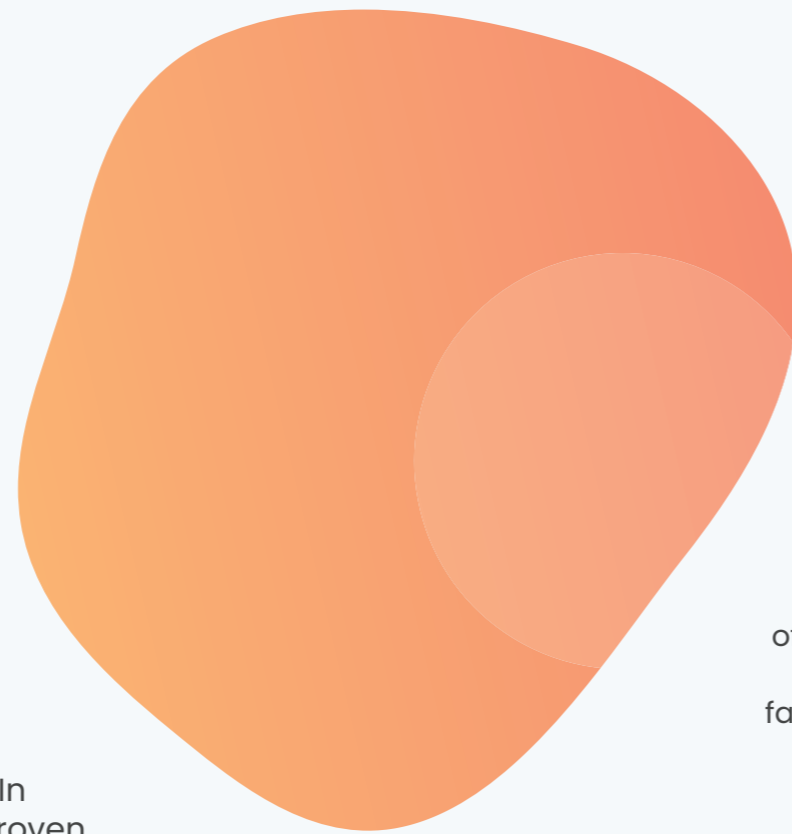
Enforced downtime has, however, given product teams time to systematically review the efficiency of legacy logistics and standard distribution strategies. In the face of adversity, these challenging times have proven to be a catalyst for the rapid adoption of smart keg security and management systems.

In partnership with leading worldwide and domestic beer brands, our technology infrastructure and recyclable keg body offers future-focussed and environmentally-minded beer producers total control of the beer that they sell, and a unique and positive way to dispose of older keg stock over time.

From factory gate to the point of sale, it is now possible to monitor transport logistics, container location, product freshness, temperature and container availability, all in real time.

By adopting our keg solutions, legacy problems relating to transport, management and quality control can finally be a thing of the past. We look forward to meeting you, and wish you and your teams a great year ahead.

Greg Whitehorne
Global Managing Director



i-Keg Plastic Keg and Retrofit Tracking

Products to Shape the Future

We have developed a range of fully reusable, fully recyclable plastic kegs for the modern world. Aimed at producers of all sizes, a significant percentage of brewers do not track their beer kegs and casks. Refill cycle times are compromised because of a lack of an effective and affordable monitoring solution. Now with our plastic keg or retrofittable tag solution, brewers can monitor each keg throughout the process from factory gate to refill, providing a secure track and trace system with industry compliant product traceability.



A modular, reusable lightweight plastic keg with built in IoT, battery powered transponder, which keeps you in touch with your keg fleet night and day.

A retrofit track and trace management solution specifically designed for traditional stainless steel kegs. This product protects the integrity of your asset by keeping you in touch with your keg fleet at all times. Using the same modern technology as integrated into our revolutionary keg, our tag connects over cellular networks to provide data reliably and efficiently.

Brewing Industry Challenges

10%

Average Keg Loss

Up to ten percent of all kegs despatched in the UK and Ireland are lost or misappropriated each and every year. This not only impacts the value of your keg fleet but reduces the amount of kegs in service reducing your profit potential.

Costing the Industry

Based on losses each year for the average brewer, the amount of kegs stolen, lost and damaged each year equates to around forty million pounds annually in the United Kingdom and Ireland alone. And that's without factoring in loss of sales and the cost of replacement.

£40
million lost per year



Huge Global Losses

Worldwide, fourteen billion pounds worth of kegs are sold globally each year, with losses to theft or misappropriation estimated at over a billion pounds annually. The numbers affecting the industry really are huge. But, with our new generation keg, and an innovative tag which keeps on giving, legacy issues like loss become a thing of the past, enabling you to identify the location of each and every keg at the click of a button. Check out the handy calculator tool on our website, where you can estimate your losses and see how much you could save.

£1
billion lost per year

Quality Control and Return

A significant percentage of brewers do not track their beer kegs and casks. Refill cycle times are compromised because of a lack of an effective and affordable monitoring solution, and quality control at point of sale is nigh on impossible. Until now.



Alleviate keg stall
Major time and cost savings
Environment monitored
Temperature checked
No stale beer served
Wasted beer reduced
Delivery optimisation
Greener than steel
100% recyclable

x4

Year One

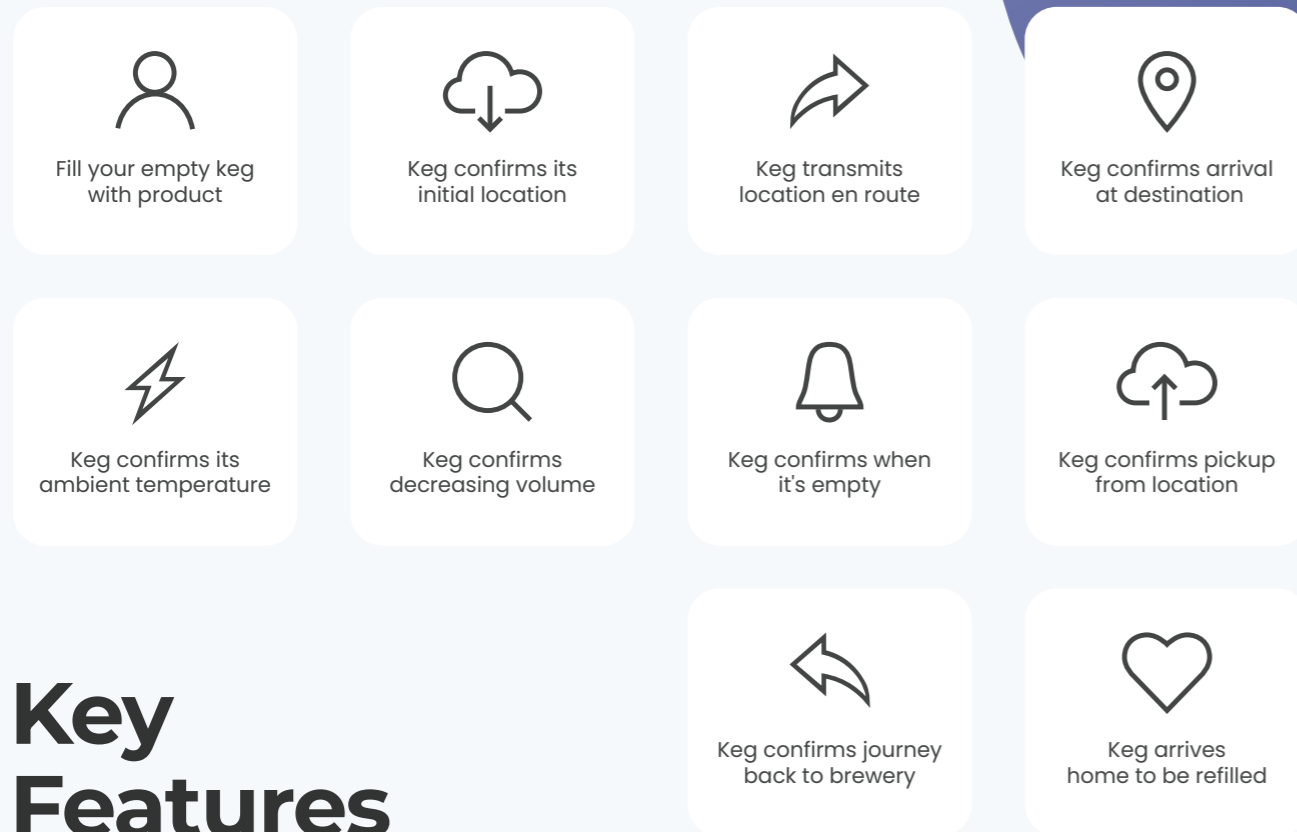
Return on investment improvement in year one

x10

Year Three

Return on investment improvement by year three

Tracking Process



Key Features

1. Our innovative tag tracks kegs in real time throughout its fill empty fill cycle with no manual input.
2. A 10 year longlife battery powers the integrated battery operated IOT technology smart tag.
3. Each keg has a unique identification reference number, so no need for physical checks or input.
4. Data on each keg is available to view on a cloud-based management dashboard available to view via smartphone or computer.
5. Our software system tracks the keg and the quality and temperature of the beer within the container.
6. Asset management reports are dynamically produced for product and sales teams.
7. Optimising efficiency with a 360 degree benefit for brewery staff, delivery drivers and pub operators.
8. Our kegs have been developed and created with an environmental conscience, 100% recyclable and working towards full circular recycling.

Specifications

Keg Specifications

Materials:	HDPE and EPDM Plastic
Capacity:	50L, 30L and 20L Kegs plus 9G and 4.5G Casks
Technology:	Integrated, battery operated Wi-Fi smart tag identifies each individual keg, content, temperature, orientation and location
Lifespan:	10 Years
Connection:	IoT Wireless Technology
Lifetime:	10 Year Battery Lifetime
Data:	i-Keg Management Portal
Durability:	Our kegs can transport, store and dispense beer in the same way as traditional stainless steel kegs

Tag Specifications

Fitment:	Built into our plastic keg or retrofittable to steel
Dataset:	Data transmitted includes ambient temperature, motion events, geolocation and content volume and more
Update:	Realtime Analysis
Power:	Built-in D Cell Batteries
Access:	Employee Visibility Solutions
Data:	i-Keg Management Portal
Countries:	UK, Ireland, USA, Canada Europe, Australia and Africa
Process:	Cloud based system connects to the nearest network, sending live updates through each stage of the life cycle

Technical Specifications

Fabrication:	Extrusion blow moulded bottle, injection moulded top and base injection moulded locking rings
Brim Capacity:	50.6±0.1 litres
Bodymass:	10.0-0.1+0.3 kg
Wall Thickness:	7.5±1 mm
Stacking Height:	12
Dimensions:	H580±6 D434mm
Notes:	Keg body and bands can be coloured to suit requirements, with UV additives to prevent degradation, buttress thread spear closure, meeting all food legislation and environmental standards for recyclable plastics



100% recyclable and working towards full circular recycling

i-Keg Photos



Plastic Keg Fleet

A small fleet of our plastic kegs, post production and ready for shipping as demonstration models, one fitted with a spear.



Keg Handling

Our kegs are comfortable and lighter to handle than steel, with integrated grips at the top and bottom for ease of movement.



Plastic Keg Fleet

A small fleet of our plastic kegs, post production and ready for shipping as demonstration models, one fitted with a spear.



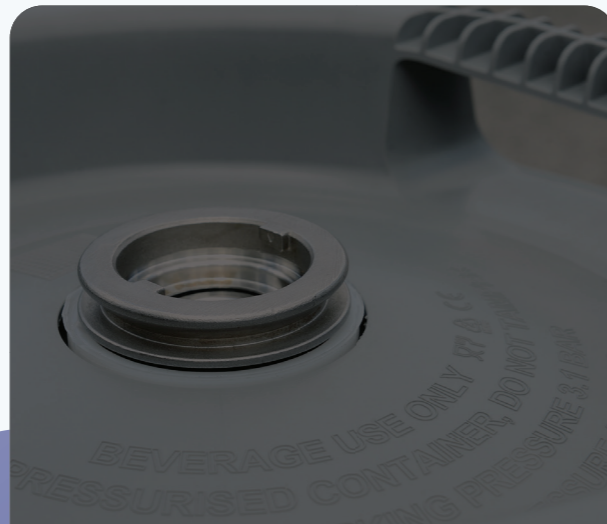
Spear Fitted Keg

Photo showing a standard spear fitted to our plastic keg container, and the overall construction and information around that outlet.



Integrated Handle

Integrated handles with grips make our kegs more comfortable to handle than steel, especially in colder conditions and climates.



Injection Moulded Shell

Product details are moulded as part of the outer shell production process, as well as the handle framework and shell fixings.



Reduced Weight

Less weight means increased payloads and lower fuel costs, with lower noise pollution and less chance of surface damage.



Shell Construction

With an injection moulded two piece shell adding strength around the beverage container, our design is tried and tested.

Meet the Team

Nick Elmsle

Chairman

Nick graduated from Bristol University in 1978 with an Honours Degree in Chemistry. He joined BP as part of their graduate programme. Over the next 37 years, Nick developed his career in both business and finance roles. His last two roles were the Head of Finance for BP's Downstream Business, followed by the CEO of BP's Global Petrochemicals Business based in Shanghai.

Nick retired from BP at the end of 2015 and now holds a number of nonexecutive directorships. The one public position is as a NED on the Board of the Finnish company, Neste Oy, who are the world leader in renewable fuels. In addition to the chairmanship of i-Keg, Nick holds two other NED positions in pre-revenue startups in which he has also invested. These businesses are in alternative proteins and plastics recycling. He is also a NED on a privately owned construction chemicals company.



Here to Help

Louise Woodhead

Company Accountant

Based at the company headquarters in Lincolnshire, Louise Woodhouse is i-Keg's company accountant and finance lead. She has worked with the company since June 2019, and is responsible for the day-to-day accountancy and financial management of the business. Louise is also a taxation tutor for Ideal Schools, a prestigious position that keeps her fully updated on developments at HMRC in relation to taxation rules and reliefs.

Louise is listed in the 100 Women Campaign honouring inspiring women and she leads a team awarded as Winner of the Best Accountancy Practice in Lincolnshire Central England. Louise works with the management team and investors to ensure that all financial affairs are kept in order, drawing on her experience in accountancy and taxation management.



Greg Whitehorne

Global Managing Director

Greg Whitehorne is the Managing Director of i-Keg's UK and international operation. He has over thirty years experience as a senior business leader and is the ex-managing director of a respected beverage wholesale business based in the UK.

With decades of in-depth industry insight, and first hand experience relating to the challenges of beer and beverage management, Greg has been instrumental in the creation of the plastic keg and the technologically advanced caskets that exist in the market today. With various successful business enterprises, and ongoing relationships with many of the nations plastics manufacturers, Greg is instrumental in the day to day running of the business.



Darren Duncan

Global Sales Director

Darren is the Sales and Marketing Director for i-Keg's UK and International operation. Darren has over 30 years sales and marketing experience in several industries including hospitality, media and the brewery trade throughout the UK, Ireland and Spain.

Over the last four years Darren has been successfully involved in bringing new keg solutions and brewing ingredients to the UK and Irish market. Darren is highly respected and trusted throughout the brewing trade for providing excellent service and support to all customers, regardless of size and volume. For any questions about our keg, management system or retrofit tag, please feel free to contact Darren directly.





Track | Manage Connect | Optimise

Developing technology of the future to give environmentally minded producers total control of the beer that they sell, our kegs offer reduced noise, increased transport efficiency and a fully traceable asset management system. We aim to make legacy issues a thing of the past, for a better and sustainable future for everyone.

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