

	<u>PACKET SIZE 2GRAM</u>	<u>APPEAL</u>	<u>EXTENDED SHELF LIFE</u>
RD FRESH	SIGNIFICANTLY SMALLER	LIKE THE "FRESH" TEXT	AVERAGES OUT @ 6-8 DAYS EXTRA
COMPETITOR	LARGER	AVERAGE	AVERAGES OUT @1-2 DAYS EXTRA (IF THAT)
COMPETITOR	LARGER	AVERAGE	AVERAGES OUT @ 2-3 DAYS EXTRA
VENTILATION	*	*	AVERAGES OUT@ 3-6 DAYS EXTRA

	<u>NUMBER OF TRAILS</u>	<u>CROP USED</u>	<u>DATE TESTED</u>
RD FRESH	10	RANGE 106 PE10	4/24/2014 – 5/16/2014
COMPETITOR	4	RANGE 106 PE10	4/24/2014 – 5/07/2014
COMPETITOR	6	RANGE 106 PE10	4/24/2014 – 5/10/2014
ADDED VENTILATION	*	RANGE 106 PE10	4/24/2014 – 5/12/2014

	<u>DEFECTS</u>	<u>COST</u>	<u>RANK</u>
RD FRESH	NONE	COMPETITIVE	1
COMPETITOR	SACHETS MINERALS TURN DARK RED (MINERALS LEAKING THROUGH)	HIGHER	4
COMPETITOR	NONE	COMPETITIVE	3
ADDING VENTALATION	EXPENSIVE TO RE-TOOL PACKAGE	EXPENSIVE	2

