



THE ONE YOU MUST MAKE YOUR MOVE ON NOW!

SIMPLY LIDS (COLV)

Irresistible attraction to a \$BILLION industry
COLV's patent makes all other coffee lids obsolete

THE ULTIMATE GAME CHANGER

THE FUSE IS LIT...
It could be a **\$BILLION**
heavyweight bout
if Starbucks and
Dunkin' Donuts get
in a **BIDDING WAR**
over Simply Lids'
BREAKTHROUGH
PATENT



Dear Friend:

This could be the absolute best investment you'll ever make... **the potential to turn pocket change into a bonanza of profits.**

A nimble young company called Simply Lids (**COLV**) is about to rock the takeout coffee world with a revolutionary new product.

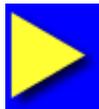
Simply Lid's looks like nothing less the ultimate future of takeout coffee.



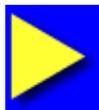
The breakthrough lid makes coffee safer to drink...



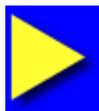
The new lid is fully patented...



The lid is eco-friendly...



It holds as much as a whopping 50% profit margin...



That means ground-floor investors have the most to gain if they can make their move now while Simply Lids (**COLV**) can still be had for less than 50 cents.

COLV LOOKS LIKE
A **HOMERUN** FOR
INVESTORS
WHO ACT QUICKLY

Simply Lids' fully patented breakthrough is why I forecast that as soon as they get their hands on it, industry leaders such as Starbucks, or McDonald's and Dunkin' Donuts could be set to pour \$1 billion or more into Simply Lids (**COLV**).

An Extraordinarily Huge Market That Is Ripe For The Taking

Look, I get it... I shook my head in disbelief when I saw how many billions of dollars pour into takeout coffee cups and lids each year.

But, unlike Simply Lids (**COLV**), **the majority of the companies that make cups and lids aren't**

Coastal Integrated Services... aka



SYMBOL: COLV

Strong Investment Factors

- 1 Fully Patented Breakthrough
- 2 Could turn retail coffee sector on its head!
- 3 Opening salvo could mean \$82 million in annual sales

Current Price:
Under \$0.50

4-month target:
\$1.10

12-month target:
\$2.18

Buyout target:
\$2.84

RISK FACTOR:

Please recognize that Simply Lids is an early-stage company so when you buy its shares you assume more risk than with blue chips. Yes, penny stocks can generate over-sized gains... but they can also fall to near zero. Keep this in mind and act wisely when you read this report and then make your move into COLV.

available on the stock market...

So, Simply Lids (**COLV**) is one of the rare times when investors are not completely shut out of this wildly flourishing market.

The exclusive market is also why few investors, if any, look at Starbucks', McDonald's or Dunkin' Donuts' coffee cups and envision the billions of dollars that sit atop each cup.

Yet, here are the astonishing facts:



McDonald's sells about **10 billion** cups of coffee a year...



U.S. airlines run through **1.5 billion** disposable cups a year...



Starbucks fills nearly **4 billion** paper coffee cups annually...



Dunkin' Donuts sells **1.8 billions** cups of coffee each year...



Tim Horton's sells **1.1 billion** cups of coffee a year...

- ▶ They are just a slice of the cups and lids industry, yet, combined, they buy more than **\$600 million** worth of lids - more than half a billion dollars.
- ▶ Overall, more than **80 billion** cups and lids are manufactured each year!

This is why I forecast that **COLV** shares will soar over the next year... investors could go crazy when they finally have an opportunity to get a piece of this super-rich market.

I believe the buying frenzy could initially cause Simply Lids to soar as much as 523% higher... to \$2.18... all because savvy investors tend to cause a flood of demand in virgin markets.

That's why you should make your move into **COLV** now, while it can still be had for less than 50 cents.

FINALLY!

Simply Lids Brings Innovation To A Mature Industry

The takeout coffee craze began for real in 1964 on Long Island, N.Y. That's where 7-Eleven became the first chain to offer fresh coffee in to-go cups. The company quickly expanded to-go coffee to the rest of its Northeast chains, and then nationwide.

But, the startling truth is – while 7-Eleven may have kicked off the modern cup and lid industry... there has been little if any innovation during the past 51 years.

Think about that... coffee cup lids still have the same hole-in-the-top design.

People are still winning huge lawsuit settlements because the last century cup and lid design is still, at best, treacherous to use.

So, the industry is overly ripe for a trailblazing innovation from a company called Simply Lids (COLV).



Simply Lids' Breakthrough Could Mean Soaring Gains From Ground-Floor Prices

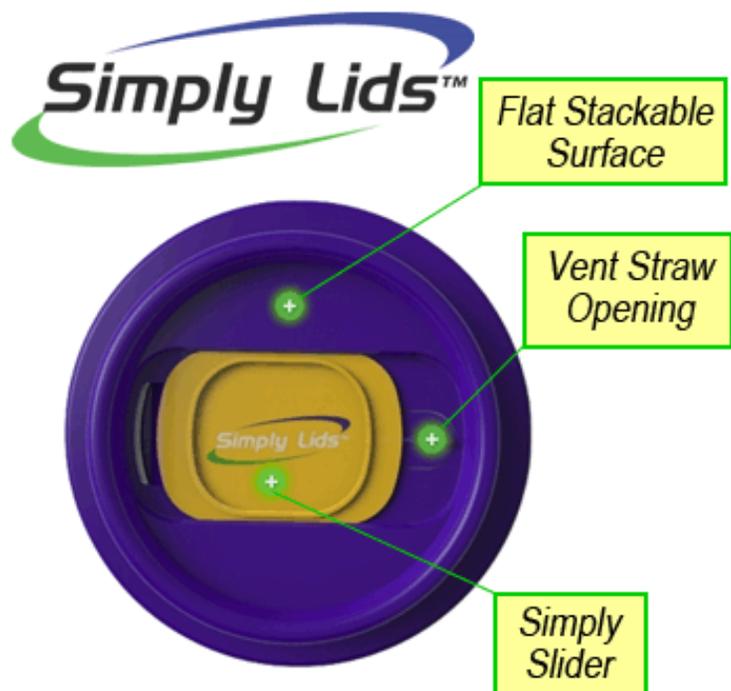
The cup and lid industry has seen nothing like Simply Lids' fully patented breakthrough. The company says its lid is safe, ecologically friendlier, and it makes coffee taste great.

The patent on this revolutionary new lid could be worth a mint.

That's why I forecast that COLV's shares will soar over the next year... as much as 523%... to \$2.18.

Making your move now puts you in line to maximize COLV potentially eye-popping gains.

Now, here is the complete Simply Lids story:





It All Began With A Spill...

And That Led To An Award Winning Design

Just before the turn of the century, John Newman did what many of us have done too many times... he spilled hot drive-through coffee all over his suit and shirt.

As he sat stewing over another coffee misfortune, Mr. Newman, a noted entrepreneur, flashed on an idea that could solve the chronic coffee spill problem.

It was a solution he perfected, by trial and error, until he was awarded a patent for his breakthrough lid.

That was followed by an Edison Award nomination and the award for innovative design from the judges at the International Coffee Fest.



So, John Newman's fully patent breakthrough lid is a big deal... but don't take my word for that...

I'll let the editors from the trade journal, Food & Beverage Packaging pick up the story from here.

FOOD&BEVERAGE

Market Insights to Packaging Solutions

PACKAGING

New lids offer fuller coffee experience on the go

To-go coffee lids are splash-resistant and aroma-friendly

April 26, 2013

Simply Lids (www.simplylids.com) has designed a lid that lets the to-go beverage consumers have a “straight from the mug” experience without the mess. This new way of enjoying your coffee on the go not only lets you experience the aroma of the coffee through the unique placement of the drinking hole but it's also splash resistant so you'll have fewer stained shirts and burns.

“The disposable coffee lid industry has been stuck on these lids that only provide a tiny hole to drink out of that completely eliminates any type of aroma experience. Remember the famous coffee commercial where someone is holding a mug of coffee and, with eyes closed takes a deep breath in to enjoy the aroma of the coffee? That's the exact experience that's currently being left behind,” says John Newman, creator of Simply Lids. Fortunately, Simply Lids is on the forefront of bringing this experience back to the on-the-go consumer. It's like drinking from a mug but with the safety of a lid.

In addition to its revolutionary design, Simply Lids offers Simply Tab™ that easily slides open and closed to maintain temperature and avoid splashing. The drinking experience isn't the only thing Simply Lids is focused on. Sustainability is a huge concern; especially since plastic coffee lids are blanketing landfills.

“Consumers on the go want to dispose of their cups when finished but don't want to feel guilty when doing so,” says Newman. “Simply Lids currently uses recyclable materials that are enhanced by adding 30% renewable material. This added renewable material allows us to use less energy in producing our products and makes them more sustainable.”

Simply Lids – A Young Company's Breakthrough That Could Promise You A Huge Stock Market Success!

For my money, while Simply Lids' breakthrough design will make a great takeout coffee experience for the end user... consumers like you and me...

Its real value could be its safety factor.

The well-fitted lid seals tightly shut.

That could reduce the chances of dangerous spills down to around zero.

How monumentally attractive do you think a super-safe lid, at any price, would be to companies that continue to suffer these types of headlines?



CLOVIS WOMAN SUES MCDONALD'S OVER HOT COFFEE BURNS

Woman sues Starbucks; says scalding coffee, unattached lid caused disfigurement

Family of girl scalded by Denny's coffee wins \$500,000 settlement

In-N-Out Sued Over Burns Allegedly Caused By Spilled Hot Coffee

A woman who ordered tea aboard a Southwest Airlines flight sued after she spilled the hot water onto her lap, causing second-degree burns.

Syracuse Burger King franchise sued over scalding-hot coffee-spill

Woman Sues Dunkin' Donuts Over Hot Cider

A Look Behind Beverage Suit Tsunami

United Airlines Hit With A Coffee Lawsuit...

McDonald's Facing Two More Hot Coffee Lawsuits

Tea spilled, Starbucks sued

Hot Coffee Lawsuits Keep Coming



**COLV SHARES COULD BE
WORTH A FORTUNE
IF A BIDDING WAR
BREAKS OUT**

Suing takeout coffee servers is a cottage industry...

McDonald's Corp. settled at least three lawsuits last year and most of the allegations involved spilled hot coffee in the 170 degree to 190 degree range causing second and third degree burns to limbs, stomachs and pelvic areas.

Can you imagine Simply Lids' staggering sales potential if its patented breakthrough could help Starbucks, or McDonald's or Dunkin' Donuts shutdown its coffee-spill litigation team!

This is why you must make you move on Simply Lids (**COLV**) now.



***Time Is Wasting If You Want
To Get In At The Lowest
Possible Price**

In fact, getting in on the ground floor now means you are set for what could be a huge explosion... which I forecast will take place this spring

Because in an exclusive conversation with Simply Lids CEO, John Newman, I learned that a new machine on its way to a new Simply Lids facility could manufacture as many as 48 lids a second...

That's the capacity to make about 4.2 million lids a day or 1.5 billion lids a year... that's from just one machine!

You can see where this is headed, can't you.

Just four of the high-tech machines could serve all of Starbucks needs... with Tim Horton's, 7-Eleven and WaWa thrown in for good measure.

This is why you must grab as many shares of **COLV** as you can now while the price is at the perfect ground floor.

Because here's what could happen when Simply Lids (**COLV**) takes off...

Here is what happens if Simply Lids claims but small portion of the lids industry

Current price is UNDER 50 CENTS!

Company	Annual opportunity	Revenue Est.	Profit 48% margin	P/E 25	Projected share price
McDonald's	10 billion@2 cents	\$200 million	\$96 million		\$6.87
Starbucks	4 billion@2 cents	\$80 million	\$34 million		\$2.40
Dunkin' Donuts	1.8 billion @2.5 cents	\$45 million	\$22 million		\$1.57
Tim Horton's	1.1 billion@2.5 cents	\$28 million	\$13 million		\$0.85
Aramark	1 billion@2.5 cents	\$25 million	\$12 million		\$0.85
7-Eleven	550 million@3 cents	\$16.5 million	\$8 million		\$0.57
Totals	18.4 billion	\$394.5 million	\$185 million		\$13.05

I spotted **VEND** at the bottom before **it leapt 376%...**

Then, I found **IMTC** at the ground floor and **it soared 599%!**

Today, my full attention is on **COLV... another early-stage, ground-floor beauty**

Cups and lids is a remarkable industry with unlimited growth.

In the US alone, demand for cups and lids will expand nearly 5 percent a year to beyond \$10.0 billion.

Lids will outpace cups due to more drinking cups using lids and what I believe will be heightened demand for fully patented breakthrough lids made by Simply Lids.

Simply Lids Looks Ready To Attract A Lot Interest... It Has A

One-Of-A-Kind Product That Could Set Off A Bidding War... So I Urge You To **Make Your Move Immediately!**

Today you can buy Simply Lids (**COLV**) shares for under 50 cents... around \$0.35.

I doubt you will have this advantage for long. After all, **COLV** just recently became a public company, after it launched its business.

But, even at its ground floor you can see how COLV is a perfect fit for Starbucks, McDonald's or Dunkin' Donuts.

I believe the chances are good that one of these giants will want to shut the others out of access to Simply Lids.

That means BUYOUT.

Two years ago Dart Container bought Solo Cup, maker of red plastic cups immortalized in a country song, in a deal valued at a nice round \$1 billion.

Who hasn't been to a picnic or a party where a red Solo Cup wasn't present – but, honestly, the red cup was no big breakthrough.

It was patented... in fact... until a federal court made it stop, Solo once made more than 21 billion lids with a falsely marked patent.

BUYOUT!
The Bidding End At A Cool \$1 Billion

Simply Lids will have no such issues with its patent or trademark.

That why we need to consider that one of the big three coffee servers will not play nice with the others.

After a bidding war, one of the three could end up buying out Simply Lids for around \$1 billion... chump change to it... but a potential fortune to Simply Lids...

And you, if you can still grab hold of COLV shares while they are under 50 cents... because a BILLION DOLLAR BUYOUT would price COLV shares at \$2.84... a super fat gain for people who made their move now!

Because I am likely the first writer to cover **COLV**, you are likely one of the very first Main Street investors to learn of it.

Because of its breakthrough lid, I think the media isn't too far behind us... remember the media love spilled coffee stories... or in this case, the potential to never spill a coffee.

Absent a buyout, this is why I fully expect COLV to gain traction and take off on a run from around 50 cents to my forecast price of \$2.18!

THE 7 REASONS TO YOUR MOVE **MAKE YOUR MOVE** ON **COLV TODAY**

01

STOCK MARKET ACCESS – As far as I can see, across all the cup and lid industry, SIMPLY LIDS is currently the only company you can buy now on the stock market. COLV is your immediate access to an industry whose sales are predicted to grow at a breakneck pace.

02

BREAKTHROUGH IS PATENT PROTECTED – Simply Lids (COLV) has quickly distinguished itself among its competitors with a fully patented, trademark protected breakthrough. It's unlike anything on the market now!

03

INDUSTRY VALUATIONS ARE PROVEN – In the cups and lid industry, billions in profits are made 2 cents to 5 cents at a time. Cups and lids is an easy to understand industry. You'll never have to explain what or why your investment dollars are working for.

04

NO DENYING COLV'S BREAKTHROUGH IS THE WAVE OF THE FUTURE – I have nothing against conservative growth, but the cup and lid industry has been working with the same model for 51 years – serve a cup with a hole punched into the lid. Simply Lids changes the game forever with a smart lid that is fully sealed. That's how it won its patent.

05

THE END OF COFFEE LAWSUITS? – It's the stuff of late-night comedians and cranky politicians – some clumsy person spills coffee in their lap and gets paid millions because – wait for it – the hot coffee they ordered was HOT! Simply Lids patented breakthrough could put all those coffee-suit lawyers out of business. That's worth million to industry players.

06

POWERFUL NEW WEAPON IN THE COFFEE WARS! – A recent Forbes story had McDonald's bragging about how it would slay Starbucks in the coffee wars. That's the kind of statement that goes up on bulletin boards. Supplying Starbucks with its breakthrough lids – an innovation unlike the industry has seen before – could generate about \$34 million in net profit for COLV and in turn send its shares soaring well beyond \$2... closer to \$2.40.

07

A REALISTIC SCENARIO SUGGESTS THAT SIMPLY LIDS COULD DELIVER YOU 711% SOON – Perhaps Simply Lids' strongest selling point is the fact that its industry is so publicly scrutinized. Everyone knows what a cup and a lid is and everyone can recognize a breakthrough. In the end, however investors need to focus on this: COLV looks to be the only publicly traded company in a fast expanding industry. Now that it's a public company, on the stock market, word will get out fast. You should move quickly because **shares at ground-floor prices under 50 cents could be worth a fortune should one of the big player decide to get greedy... shut its competitors out and buy out Simply Lids. In that case, COLV shares could quickly soar to \$2.84... \$5,000 could quickly become more than \$38,000**

If you can still grab COLV shares anywhere around 50 cents I recommend you do so immediately!
Or wait, and consider buying up to \$1.35.

In the coming months I expect COLV to announce that its new high-tech machine is spitting out lids at 48 per second... at that moment COLV shares could be worth a fortune!

**Opportunities Like
COLV Are Rare!**

As you have seen, there could be little doubt about a bigger looming trend in the takeout coffee sector than Simply Lids patented breakthrough lids.

If you're like me, you place a great deal of emphasis on "being early" on an emerging trend.

That's how the Big-Gains are regularly seized in the stock market.

Being early also brings with it the opportunity to own the right stock at the lowest possible price point.



That's why now is the time to make your move... don't be a bystander... at least get a toehold on COLV today!

I see Simply Lids (**COLV**) – around \$0.50 per share – as the best way to profit from the \$10 billion cups and lid industry

Stand in line a wait to get served at a Starbucks and multiply your wait by thousands of stores... and you'll know that hundreds of million of people now love takeout coffee drinks.

More importantly, you are now aware of what may be the industry's lone innovator, Simply Lids.

Simply Lids' breakthrough is going to rattle the status quo and could set off a pulse pounding revolution across a staid industry.

You do not want to miss out on the slightest potential gain.

The Mere Thought Of Simply Lids Patent Falling Into A Competitor's Hands Could Already Be Putting Pressure On The Big Three... It's Why You Need To Move On COLV NOW While It's Still Low Priced!

Please do your due diligence on Simply Lids. Think about the facts of this industry. Look at the prospects for exponential growth or a buyout!

Simply lids will lead a trend that's only going to get bigger because the advantages for both merchants and customers are overwhelming.

So please, call your broker today or go online and purchase your **COLV** shares.

I believe you'll look back on this opportunity and be very grateful that you acted promptly in order to get in on the ground-floor.

Sincerely,



Andy Carpenter
Editor, *The Wall Street Revelator*

P.S. Speaking of Starbucks... I nearly forgot to mention that a few years ago I recommended my readers jump all over SBUX at around \$9.05. It's up more than 700% since then and it has paid 17 dividends!

<http://scienceblogs.com/worldsfair/2008/06/19/another-great-chris-jordan-ima/>
www.aramark.com/WorkArea/DownloadAsset.aspx?id=1456
<http://www.foodandbeveragepackaging.com/articles/print/86252-new-lids-offer-fuller-coffee-experience-on-the-go>
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<http://www.freedoniagroup.com/Cups-And-Lids.html>

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