

NEWS RELEASE
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FOR IMMEDIATE RELEASE

Deflecto Launches Expanded Storage Line

*Company to Showcase New Products
January 19th – 21st at Creativation Show in Phoenix, AZ*

INDIANAPOLIS, IN – Deflecto, LLC—a global manufacturer with a long history in innovation and applying functional solutions across different business channels continues the entrepreneurial spirit that started the company almost sixty years ago.

Building on its history of translating consumer needs into innovative solutions across industries, Deflecto introduced its line of storage products to the art, craft, and education industry and quickly became a leader in the market. The company prides themselves in creative thinking, innovation and the ability to interpret and respond to the needs and wants of their customers.

Continuing that mindset and enthusiasm, Deflecto is excited to launch five new products at the Creativation Show in Phoenix, that will further expand their storage solution product line. The expanded line was developed around four key factors to delight the end user: space-saving design; accessibility; unobstructed visibility to stored items; and mobility. Three new carry-all totes feature multiple compartments, ample storage, locking lids to keep items secure, and carrying handles for portability. Two new paint-focused products include a deep, sectioned water bucket for cleaning and storing brushes, and the paint saver that offers an airtight, leak-proof design with segregated paint wells and mixing areas to keep

paints fresh and ready to use. Sure to please any scrapbooker, the 12" x 12" stackable paper tray makes crafting more organized.

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For almost 60 years, Indianapolis-based Deflecto has maintained global leadership in customer-focused solutions by taking advantage of opportunities to leverage its expertise across industries. With decades of experience in manufacturing and worldwide distribution in a variety of industries, Deflecto brings unique expertise, innovation, and customer service to all of its product areas.

Show attendees are invited to stop by Deflecto booth #2511 at the Creativation Show in Phoenix, AZ, January 19th – 21st to explore the company's diverse line of highly-customizable storage and organizational products.

To see more innovative products from Deflecto, visit www.deflecto.com/craft.