

NEWS RELEASE
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Contact Information:
Deflecto, LLC
Patrick Foley
Vice President of Marketing
7035 East 86th Street
Indianapolis, IN 46250
Phone: (317) 849-9555, x4450
Email: pat.foley@deflecto.com

FOR IMMEDIATE RELEASE

Successful New Market Debut for Deflecto
Established Indiana Company Takes California Conference By Storm

INDIANAPOLIS, IN – Building on a heritage of creativity, innovation, and problem-solving, Indianapolis-based Deflecto, LLC launched its latest cross-industry solutions for the art, craft, and education market at the CHA 2015 MEGA Show in Anaheim, CA. With crowds often standing three or four deep to get a look at Deflecto’s unique products, the company created significant buzz among attendees. In addition to a booth showcasing innovative storage products, Deflecto also partnered with other major manufacturers for make-and-take events that emphasized the care Deflecto’s creative team brings to understanding the market and integrating new products into industry-focused solutions.

Key industry buyers and press flocked to Deflecto’s booth throughout the CHA trade show. An invitation-only cupcake reception highlighting the company’s launch of event display products generated considerable excitement. “You don’t have to choose between durability and portability,” Marketing Director Danielle Rodgers said, “Our cupcake /cake pop stand uses clear acrylic for a more upscale look, versatile display options, and greater strength, while also making it easy to set up, carry and store.”

Deflecto’s national design team continues to develop new projects and fresh solutions for the art, craft, and education space. “The industry response to the products we’re bringing to market is overwhelming,” Director of Sales Chris Grow said, “Customers can’t wait to put these solutions to use in their own creative endeavors.”

With decades of experience in manufacturing and distribution worldwide in a variety of industries—including global leadership in office products and facilities solutions—Deflecto brings customer-focused expertise, innovation, and service to all of its product areas. Find out more about Deflecto's unique art, craft, and education solutions by visiting www.deflecto.com/craft.