

Media Contact: Arne Stegvik, Arne@perssoninnovation.com
Director & VP of Sales and Marketing
PERSSON INNOVATION INC.
55 Shuman Blvd, Suite 850
Naperville, IL 60563
Cell: +1-847-612-4076
Ph: +1-630-730-5773
Fax: +1-630-428-8572



Persson Innovation Handles

Persson Innovation's handles increases sales for their customers because handles on heavy and bulky packages are seen as a convenience and brand advantage.

Arne Stegvik, Director & VP of Sales and Marketing at Persson Innovation wants to inform the media that the company starts an advertising and marketing campaign February 2015. Persson Innovation's handles increases sales for their customers because the handles create a convenience for consumers when they carry heavy and bulky products home. The convenience build brand advantages while developing brand preferences and long-term sales.

About Persson Innovation:

- Persson Innovation is a world leader in handles
- Persson's clients are global companies and leading brands. You can find our handles on various consumer products including beverages, food, electronics and chemical products
- Persson's plastic and reinforced paper handles cost only a few cents, hold up to 60 pounds (30 kg) and are attached automatically
- The handles comes with a tracking code that makes it possible to trace Persson's handles and Persson's customer's products globally
- Persson's plastic strap handles can be made in a variety of materials, made in any color and printed with logos or marketing message
- Persson's plastic and reinforced paper handles can be used for a wide variety of heavy and bulky products such as electronics, household products, food, soft drinks, wine, beer, fertilizer, motor oil, pet care and much more
- Persson's engineers has years of experience with materials, ergonomics, manufacturing processes and all that is necessary to develop client's ideal handle solution
- Persson offers complete technical services for the development of customized handles and packages
- Persson provide a fully automatic Handle Applicator that will integrate into customer's existing production line. The Handle Applicator will be synchronized with existing folder/gluer without slowing down the production.
- Persson provides customer's staff with complete training

PERSSON



www.perssoninnovation.com