



Flambeau Industrial & Packaging Group
Mary Aichlmayr
Marketing & Sales Specialist
Phone: 440-632-3732
Fax: 440-632-2007
Email: maichlmayr@flambeau.com
www.flambeaucases.com

FOR IMMEDIATE RELEASE

SUBJECT: Flambeau® to Showcase Packaging, Outdoors Products at SHOT Show

A division of Flambeau Inc. - Baraboo, WI • Columbus, IN • Madison, GA • Middlefield, OH • Redlands, CA • Weldon, NC • Phoenix, AZ

INTERNATIONAL: Plásticos Flambeau, Saltillo, Coahuila, Mexico • Flambeau Europlast, Ramsgate, Kent, United Kingdom

Flambeau Industrial & Packaging Group Launches New Website

Dec. 1, 2011—Flambeau’s Industrial & Packaging Group has launched a new, redesigned website featuring improved navigation, better content organization and outstanding graphic appeal.

The new site, located at www.flambeaucases.com, allows visitors to use a [virtual package design tool/layout widget](#) to “try before they buy.” Customers can experiment with different box and case configurations and find the design that’s right for them before making a purchase.

Website visitors can also search by dimension to locate a specific case and use custom filters to further refine their shopping experience.

Navigation is easy with products organized into categories—compartmented boxes, carrying cases, satchels, storage products, tool boxes, medical, conductive, Zerust, replacement parts and biodegradable products.

And the company’s [Blue Diamond](#) program allows customers to order custom products in single-carton quantities. This enables them to experiment with a custom box or case before committing to a bulk order. The company’s [Express Service](#) program gives customers access to the industry’s largest selection of in-stock, ready-to-ship cases and boxes. With the Express Service program, orders ship within 24 business hours.

The new website also features links to Flambeau's social-media pages on Facebook, Twitter, YouTube, Yahoo and LinkedIn as well as a signup form for the group's email newsletter.

About Flambeau's Industrial & Packaging Group

Flambeau's Industrial & Packaging Group helps you protect, store, move and merchandise your products and increase your sales. The Flambeau Industrial and Packaging Group is a one-stop source of stock and custom plastic packaging products that add value to retail and original equipment products. Any of Flambeau's rigid plastic packaging products can be customized in unique ways, through engraving, printing, hot-stamp labeling, labeling, in-mold decorating and various stock and custom colors. For more information, visit www.flambeaucases.com.

About Flambeau Inc.

Flambeau Inc. is a member of the Nordic Group of Companies. The Nordic Group (headquartered in Baraboo, Wis.) consists of 18 service and manufacturing facilities and 26 marketing units around the world. Nordic Group is privately (family) owned with more than 2,000 associates. Nordic Group manufactures and distributes plastic and transportation products worldwide for industrial, commercial and consumer markets. For more information or a catalog, write to Nordic Group of Companies, 414 Broadway, Baraboo, WI 53913 USA, fax: 608-356-5773 or e-mail: info@nordicgroup.com.

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