

# PRESS RELEASE

## Framar International Announces New Line of Highlighting Foil

*Twenty-Five Years in the making....Framar has a new look, feel and overall end-user experience*

**Niagara On The Lake, December 20, 2011:** Framar International (Foil-It) today announced the launch of its new line of highlighting foil, that will complement its existing line to expand and increase market share within the North American beauty industry. Framar, a long time leader in coloring foil, has prided itself on quality, consistency and innovation, traits the company will continue to emphasize with the upcoming launch.

The ever changing landscape of the color room was a driving force behind the new product line. Limited space, convenience, sizes, colors and price were all factors behind the new array of products. "We're looking at servicing ALL of our customers' needs while continuing to provide exceptional dedication and development to our already existing products" stated Maria Gallo, CEO of Framar International. "Our new line not only gives color techs options with what foil to use, but also creates convenience by placing each product in its own, easy to use self dispenser, minimizing the space that's needed" stated Gallo. One of the unique features of the new line is a pre-cut box that allows for easy dispensing. This innovative grab n' go design concept allows all pre-cut boxes to fold into a stand and be placed directly on the station.

Inventory being carried by Framar consists of over 30 new sku's. 'Pop-up foil' (5x11 and 8x10.75), 'pre-cut sheets' (5x7, 5x9 and 5x12) in embossed and smooth textures as well as a tweak on the ever popular 5lb and 11lb rolls. All foils will come in different thicknesses and colors that give technicians options. These products also all come with an added bonus as well...price. Framar has realized the importance on cost cutting in today's economy, so all newly released merchandise will follow a revamped pricing structure, drastically reducing costs for distributors and salons alike.

Marketing initiatives to support the product launch include a state of the art website, professionally designed packaging and a trade show booth that is doubling in size compared to its predecessor.

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**About Framar International:**

Framar International, a Niagara Canada based producer and distributor of pre-cut aluminum foil sheets used for professional hair highlighting and colouring, Foil It™.

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