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## **PACIFIC CORNETTA'S PAPER INSERT PROGRAM ADDS STYLE TO SEASONED PRODUCTS**

***The new paper inserts include a variety of trend colors and designs to brighten any consumer collection.***



**Tualatin, Ore. (March 2009)** - Pacific Cornetta, Inc. today announced the launch of its paper insert program featuring vibrant color and design trends for 2009. The program, developed to give retailers fresh items and custom products to reach their customers, will launch with 12 unique designs at the International Home + Housewares Show in Chicago on March 22, 2009.

As consumers grow increasingly cautious about purchases it is imperative that retailers reach consumers in different ways and with different products. Consumers want products they can trust and know will last, but they also want fresh, appealing items. "We created this program to give retailers fresh items to carry on their shelves and increase options for consumers," said Alex Liu, president of Pacific Cornetta. "We added the inserts to tried and true products so retailers know their customers will trust the item and enjoy the various designs."

The inserts will be available in the 14 oz Tumbler with a stainless steel liner and BPA-free plastic rotate-lock lid. Designs ranging from geometric shapes to floral patterns and silhouettes will be among the new inserts. "Consumers want products that appeal to their personal tastes and add to or refresh their current collection," said Liu. "With 12 designs there is something for everyone, and the variety is sure to keep customers coming back."

Retailers can see all 12 designs at IHA booth #S559

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**About Pacific Cornetta, Inc.**

*For 20 years Pacific Cornetta has created quality beverageware products including insulated mugs, vacuum bottles, water bottles and accessories. Everyday we strive to live our motto to **Innovate, Improve** and **Inspire**, and believe our products and practices do just that. We are continually searching the world for the inspiration and ideas that define our signature Liquid Solution® and Pearl® beverageware collections. Each product is crafted from the highest quality materials and stringently tested to ensure superior performance and customer satisfaction. All of our products are durable, refillable, recyclable, and BPA-free. For more information, visit [www.pacific-cornetta.com](http://www.pacific-cornetta.com).*

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