



## Palm Unbreakable Boating Launches at Sanctuary Cove and Now Available at Retail

**FOR IMMEDIATE RELEASE: Melbourne, 26 May, 2010.** Palm Products, the Australian manufacturer of quality one shot and two-shot plastic moulded products, launched Palm Unbreakable Boating drinkware and tableware at the Sanctuary Cove International Boat Show, signing up two retailers and selling over 1000 glasses directly over the four days.

The line of unbreakable, stackable, 2-shot moulding process drinkware has been designed with a non-slip base that retains the fine glass-like quality attainable only with high grade



polycarbonate plastic. Managing Director and chief designer, Robert Wilson, is delighted with the outcome. "All the interest in the glasses really demonstrated to me that there is a need, albeit a niche, for unbreakable, stackable glassware on boats," he said. "There's nothing else like it on the market and consumers at the [SCIB] show responded very positively to the product." The stand also attracted interior designers, hospitality suppliers and journalists who were interested in

the functionality unique to Palm Unbreakable drinkware.

Up until now, Australians could purchase the line of Palm Unbreakable Boating glasses from boating retailers online and the Palm Products website. Peter Johnston of Hobart and Australian Boating Supplies on the Gold Coast and in Brisbane are now retailing Palm Unbreakable Boating, giving boating and outdoor enthusiasts an opportunity to experience the quality of the polycarbonate stackable and unbreakable drinkware when purchasing the products. Palm Plastics is also in discussion with a number of local and national retailers and looks forward to announcing more locations soon.

The Palm Unbreakable Boating line comes in white, navy blue and sky blue. At Sanctuary Cove, the overwhelmingly popular choice was white, whereas navy blue has been more popular in Europe since November, 2009, when Palm Unbreakable Boating launched at METS Amsterdam.





Consumers, who purchased over 1000 units over the four days, were particularly motivated by the construction of the glasses, which are unbreakable, and that the glasses are made in Australia. There are no joins between the neck and the glass on wine glasses and the seams are invisible. The glasses are both attractive and highly functional, a product of the design and high standards applied during the manufacturing process.

Palm Plastics also produces unbreakable, stackable glasses for poolside use, parties, fine dining and a glow in the dark range for camping, available only at specialized retailers. The Palm Unbreakable Party line is currently available nationally at Target.

### **About Palm**

Purchased by Robert Wilson in 1989, Palm Products aims to provide high quality plastic auto parts to local and international manufacturers. The company currently uses a 2-shot moulding process to deliver auto parts and high quality plastic drinkware to GM, Toyota, Bosch Australia, Target and more than 12 countries internationally. Palm Products is wholly Australian owned and committed to manufacturing locally so as to provide Australian retailers with the flexibility to order volume on demand and consistently high quality product.

### **Media Enquiries**

Lara Blamey, Marketing Manager  
[lara.blamey@palmproducts.com.au](mailto:lara.blamey@palmproducts.com.au)  
0413 486 555

### **Trade Enquiries**

Robert Wilson, Managing Director  
[Robert.wilson@palmproducts.com.au](mailto:Robert.wilson@palmproducts.com.au)  
03 9555 7144

### **Retailers**

Peter Johnston Pty Ltd  
03 6234 5422

Australian Boating Supplies  
07 3907 0088