



## Palm Unbreakable Breaks Through in North America

**MELBOURNE, AUSTRALIA: October 14, 2010.** Palm Unbreakable drink ware was launched at the IBEX boating show in Kentucky last month and the RV Dealers of America expo in Las Vegas early this month and gained distributors that will cover the entire continent.

Managing Director and designer, Robert Wilson, was in attendance at both trade shows. “Getting retailers and distributors interested and ordering by the time we got back to Australia really vindicates the effort we’ve put in to the product design process and marketing,” said Robert Wilson. Both the Palm Unbreakable Boating and Palm Unbreakable Camping ranges will be available at retail in Canada and the United States by March, 2011.

Distributors in Vancouver and Florida will cover the entire continent with Palm Unbreakable products, which will still be available for consumer purchase on the Palm Products website. Initial feedback on attendance IBEX’s inaugural show in Louisville, Kentucky, is that it was higher than the last two years, with greater optimism and interest from all over North America as well as the Caribbean and Europe.

The Recreational Vehicle Dealers Association trade show in Las Vegas, Palm Unbreakable was one of the few consumer products on display and interest was high amongst dealers and distributors alike. The Palm Unbreakable Camping range was particularly well-received, as was the Boating range, with its distinctive, non-slip base and coloured base.

The entire Palm Unbreakable range has been designed for outdoor use where highly functional design, price and aesthetics are equally important. All products are microwave and dishwasher safe with a low centre of gravity, providing stability on uneven surfaces. The shapes are easy to hold and are stackable, minimizing storage during cooler months,



*At IBEX, from left to right: Bob Young (Hydrive Engineering); Frank Ireland (Marine Tuft); Robert Wilson (Palm Unbreakable), and Augusto “Kiko” Villalon (Anacon Marine Consultants).*



*The Palm Unbreakable booth at the Go to Grow RVDA show in Las Vegas*

although the glasses are also ideal for picnic use or indoors with children, where safety is a concern. The shapes are also designed to be distinctive and visually pleasing, complementing a variety of food, wine and table settings.

For more information or product brochures, please contact Palm Products directly.

### **About Palm Unbreakable**

Palm Unbreakable is the drink ware and tableware range designed and manufactured in Australia by Palm Products. Palm Tooling and Palm Plastics are divisions of the company that produce high precision plastic parts for the automotive industry, including Toyota, Ford, GM, Holden, and Porsche. Palm Products is wholly Australian owned and committed to manufacturing and supporting manufacturing locally. For more information, please see [www.palmproducts.com.au](http://www.palmproducts.com.au).

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