



Palm Unbreakable Poolside available only at David Jones

FOR IMMEDIATE RELEASE SEPTEMBER 9, 2010: The Palm Unbreakable Poolside range of polycarbonate drink ware will be available at David Jones stores nationally from October, 2010. The range has been designed for outdoor use where highly functional design is essential whilst retaining good mouth feel and a consideration of ergonomics.

Designed and made in Australia of safe, polycarbonate, Palm Unbreakable Poolside is 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, although the glasses are also ideal for picnic use.



Managing Director and designer, Robert Wilson, believes good design that is fit for purpose extends itself to other situational uses. “The Poolside range was designed to be used at home where safety is a major concern,” said Robert Wilson. “I believe that the David Jones customer will recognize the high quality of our product and respond to both the design features and the local characteristics of the Palm Unbreakable brand.”

Palm Unbreakable drink ware is light and yet very stable with fine, glass-like rims that differentiate the designs from similar products. The Palm Unbreakable Boating range will also be available at David Jones, whilst other specialty lines, such as Palm Unbreakable Camping, and glassware designed for food service are available for purchase on the Palm Products website.

The Palm Unbreakable Poolside range will retail for \$6.95 each and is available in four styles: 400ml double old fashioned, 500ml hi ball, 350ml wine and 200ml champagne flute.

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.

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