



## **Palm Unbreakable Boating Launches in Australia**

**FOR IMMEDIATE RELEASE: Melbourne, 27 April, 2010.** Palm Products, the proudly Australian manufacturer of quality plastic one-shot and two-shot plastic moulded products, announces the launch in Australia of its quality line of polycarbonate drinkware designed specifically for boating use at this year's Sanctuary Cove International Boat Show in Queensland, 20-23 May, 2010.

The line of unbreakable, two-shot mould 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, saw a need for the product when he was shopping for galleyware on his own boat. His requirements, although specific and practical, were unmet by any existing products. "I wanted an unbreakable glass with a non-slip base," he says, "And there was nothing on the market like it." A keen sailor and entrepreneur, Robert decided to design his own glass, assuming he was not the only consumer looking for non-slip glassware for outdoor use that had a space-saving component to its design.

After an exhaustive year of product design and testing at the Palm Product factory in Melbourne, Australia, the line of non-slip, unbreakable, stackable drinkware was launched globally at Amsterdam METS in November 2010 and is now available throughout Europe and South Africa.

The line is currently available in Australia through the palm website, and will be launched Australia-wide at the Sanctuary Cove International Boat Show. "It makes sense for Palm to be popular in Australia," says Robert Wilson, "We're price competitive, the product's made in Australia, and it meets multiple consumer demands."



Online retail partnerships have been successful in their first few weeks, with Palm Plastics expecting sales at retail to pick up towards the end of the third quarter this year, mirroring seasonality for the line of Palm Unbreakable Party drinkware sold nationally at Target.

Robert Wilson and Palm Plastics will be at the Sanctuary Cove International Boat Show between 20-23 May at Pagoda HS9.

### **About Palm**

Established in 1989, Palm Products was founded to provide high quality plastic auto parts to local and international manufacturers. The company currently uses a two-shot moulding process to deliver auto parts and high quality plastic drinkware to GM, Toyota, Bosch Australia, Target as well as over 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, high quality product on demand. The Palm Unbreakable Party line is currently available nationally at Target.

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