

Press Release

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FOR IMMEDIATE RELEASE
9 A.M. EDT, May 16, 2012

GEL-PAK LAUNCHES GEM BOX FOR JEWELRY MARKET

HAYWARD, CA, MAY 16, 2012: Gel-Pak, the leading manufacturer of Gel-coated boxes, trays and films used by high technology companies for more than 30 years, announced its new line of boxes designed for the Jewelry Industry.

Gel-Pak's line of Gel-coated jewelry carriers are designed to protect and display valuable gemstones during shipping, handling, inspection and cataloging. The transparent Gel material securely holds gems from their facets, allowing light to come in from all angles, adding to the brilliant display and shine of the stone.

"I have been a gemstone wholesaler for the last 10+ years. When the Gel-Pak Sales Rep came up to me at the Midwest Jewelry Show and showed me his samples of the gem boxes, the first thing that popped into my head was brilliant. Showing gemstones in cases

and having them show off their true brilliance is the most difficult challenge for a dealer. Not to mention the fact you can ship stones to clients without abrasion problems or the time it takes to package to avoid damage!" - Susan Middagh, Middagh's Herilooms, Worthington, MN.

Gel-Pak's Gem Boxes are manufactured using hinged white or black bases and a transparent lid. Gel material is applied to the inside of the lid, creating a sticky surface to which the gems can adhere. The Gel never leaves a residue and the product can be used over and over again.

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