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FOR IMMEDIATE RELEASE

Deflecto, LLC Introduces Free & Clear™ Vinyl Chairmats Marks Latest Development in Sustainable Office® Initiative

INDIANAPOLIS, INDIANA—Our office supply dealers, distributors and retailers can meet the growing demand for more environmentally friendly products in a whole new way with the introduction of the Free & Clear™ chairmat, now available from Deflecto.

Bill Schwartz, Deflecto Vice President of Sales, sees this product creating opportunities. “I am very excited about our new Free & Clear formula mats, as I know they will be welcomed by our existing customers. Introducing this formula will help us gain new markets of distribution. Plus, it’s simply the responsible thing to do.”

While the standard in “green” vinyl chairmats, to this point, has been focused on the percentage of recycled material used in manufacturing, Deflecto’s new Free & Clear mat raises the bar. Not only are all Deflecto’s vinyl mats made of an industry-leading 35 percent recycled material, but Free & Clear is also a non-phthalate*, non-cadmium* and bisphenol-A(BPA)*-free formula.

“The best part is, our customers don’t have to compromise anything to be greener,” says Deflecto’s Vice President of Marketing, Patrick Foley. “The material in these new mats, which will become our new standard material in all our vinyl chairmats, performs at the same high levels in durability tests and is being offered at no additional cost.”

“We are very pleased with the final result of our efforts,” added Deflecto Vice President of Operations, Keith Huffman. “Not only did we achieve all our ‘green’ objectives, but we were very pleased with the resulting increased clarity as well. It is the clearest vinyl chairmat we’ve seen.”

The complete line of Deflecto Free & Clear formula vinyl chairmats is made in the U.S.A. Customers can look for more products in the future that will carry this new Free & Clear formula brand.

Deflecto President Paul Thompson explains how the new Free & Clear chairmat is just the latest in the company’s broader strategic initiative to develop the Sustainable Office® product line.

“Understanding and appreciating the market and, for that matter, the public demand for manufacturers to continuously move towards more environmentally responsible practices,” says Thompson, “we are aggressively working to create greener product alternatives that maintain or even improve upon the quality our customers have always relied on.”

Prior to the new Free & Clear mat, Deflecto's Sustainable Office project was the catalyst for the development of its Sustainable Office line of literature and business card holders, made with 60 percent recycled material, and last year's EnvironMat line of chairmats, produced entirely from recycled water bottles. "We are dedicated to continuous improvement and creating the *Deflecto Difference*," states Schwartz.

For more than 50 years, Deflecto, LLC, has been a leading manufacturer and distributor in a number of industrial markets. Today, the company stands as the world's largest manufacturer of chairmats, bicycle reflectors and dryer venting products, and is also a global leader in sign and literature holders, office workspace accessories and other air distribution products.

For more information about the new Free & Clear formula, visit Deflecto at stand A90 in hall 3.0 at the upcoming *Paper World* show.

In the meantime, you can also visit deflecto.com/freeandclear, call your dealer/distributor, or call Deflecto customer service directly at 800-428-4328.

For additional information, contact Deflecto headquarters at 7035 East 86th Street, Indianapolis, Indiana 46250, or visit www.deflecto.com.

[PHOTO CAPTION: *Deflecto's newest addition to its Sustainable Office® offering is the Free & Clear™ chairmat—made completely of non-phthalate, non-cadmium and bisphenol-A-free material. It's also manufactured from 35 percent recycled material and is a "clear" choice for customers who demand quality and prefer "green."*]

*Non-Phthalate means the product does not contain phthalates in concentrations exceeding 0.1 percent.
Non-Cadmium means the product does not contain cadmium in concentrations exceeding 0.1 percent.
BPA-Free means the product contains absolutely no bisphenol-A (BPA).