

NEWS RELEASE
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FOR IMMEDIATE RELEASE

Deflecto Brings Innovative Products to Art, Craft, and Education Markets
Company Offers Creative Cross-Channel Solutions

INDIANAPOLIS, IN – Deflecto, LLC—a world leader in office products and facilities solutions—builds on its history of creatively translating solutions across industries in its new line of products marketed to the art, craft, and education markets. The company’s internal creative talent partnered with a new design team and has worked with customers and industry experts to capture a big picture perspective of this new market and develop innovative solutions that match customer needs in exciting and unique ways.

A Fresh Approach Fueled by Creative History

Deflecto has a long history of creatively applying solutions across channels. Back in the 1960s, an enterprising Deflecto employee flipped the company’s patented air deflection device—which had already been revolutionary in both commercial and private residence applications—upside down and started marketing it as an office supply organizer. That type of creative thinking has characterized the company ever since. “Deflecto’s strength has always been cross-industry solutions,” Director of Sales Chris Grow says, “so when our team suggested ways that our existing storage, frames, sign display, and floor protection products be applied to the art, craft, and education channel, we jumped at the chance to engage with a new group of customers.”

Industry expert Mark H. Lee of DreamSolutions Marketing Corp helped Deflecto deepen its understanding of the art, craft, and education markets. “Working with Deflecto is a blast,” Lee says. “It’s rare to find a leading global organization so committed to creative thinking and innovation, and so willing to listen to customers and understand their needs. We are truly excited about the possibilities Deflecto brings to our market.”

Exciting Product Innovations Based on Customer Input

“Given our history,” Deflecto Director of Marketing Danielle Rodgers said, “moving into the art, craft, and education market is a natural extension for us. We’re a solutions-based company, so our team loves to find new ways to meet customer needs and solve problems, and this market is a great avenue for our type of creative innovation.” Deflecto quickly found ways that its existing storage, display, and floor protection products could translate into interesting art, craft, and education solutions, but the company also developed new products specifically tailored to the market. “We’ve had positive interaction with end users and customers within this market,” Rodgers said, “Their enthusiasm and creativity really energized our team to create exciting products that fill market needs in new ways.”

For more than 50 years, Indianapolis-based Deflecto has maintained global leadership in customer-focused solutions by taking advantage of opportunities to leverage its expertise across industries. With decades of experience in manufacturing and distribution worldwide in a variety of industries, Deflecto brings unique expertise, innovation, and customer service to all of its product areas.

Meet up with Deflecto at Booth #2375 of the CHA 2015 MEGA Show in Anaheim, CA this coming January, or find out more about the innovative new products that keep Deflecto in the forefront of customer-focused solutions by visiting www.deflecto.com/craft.