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FOR IMMEDIATE RELEASE

**New Deflecto[®] Interior Image[™] Sign Holders:
Distinctive, Affordable Signs with Easy,
DIY Customization**

INDIANAPOLIS, INDIANA—Office supply dealers, distributors and retailers can offer distinctive, flexible and cost-effective office signage options with the new Interior Image[™] Sign Holders now available from Deflecto.

Unlike costly engraved signs, which can never be altered, the Interior Image Sign Holder offers simple updates or personalization using Deflecto's free Online Sign Creator. This system provides the flexibility to change office signage to suit an important meeting, key announcements, the day's events, holidays and the changing seasons.

Available at www.deflecto.com/signcreator, the Online Sign Creator provides easy, do-it-yourself, customizable sign templates. Just print, trim, and insert into the Interior Image Sign Holder for fast, inexpensive signage changes. The Online Sign Creator works with PC or Mac computers and requires no special software or downloads.

“With the Interior Image Sign Holders and Online Sign Creator, we're meeting the customer's need for good-looking, cost-effective signage that has the versatility to accommodate quick changes,” says Patrick Foley, Deflecto's Vice President of Marketing.

Interior Image Sign Holders are available in a range of sizes to meet any interior signage need, and the included modular mounting system makes the signs adaptable for use on a tabletop, wall or cubicle. A blend of black and silver accents gives the signs an upscale, distinctive look that complements any office décor.

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 Interior Image Sign Holders or the Online Sign Creator, visit deflecto.com/interior-elements, 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 Interior Image™ Sign Holders provide a distinctive and flexible signage option that complements any office décor. Signs can be personalized with the free Online Sign Creator, with no need for special software.*]
