

Press Release

Date: Immediate

Re: Snapi® Made in America

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“Made-in-America” makes Snapi® a popular KitchenHappy™ product

Snapi®, the single-hand server by KitchenHappy™, is grabbing Americans’ attention. Retailers across the United States are reporting that as customers experiment with Snapi in their playful counter displays patrons notice the American flag shown on packaging with the reassuring words, “Made in America.”

“Nine out of 10 times they’ll buy Snapi when they know they’re made in the USA,” Harrisville, Michigan’s Maggie’s On Main owner Deidre Gray said.

People want to buy American-made products to celebrate our nation’s workers. They also want product quality they can depend on.

Mark Elder, KitchenHappy president, said, “We often hear people say that they are surprised there’s a plastic kitchen product that doesn’t come from China. Customers are moved because it’s safe and well-made. They can count on it.”

Steve Rosenthal, owner of Tess’ Kitchen Store in Grass Valley, California, agrees. “Snapi being made in the USA makes a difference. People ask where things are made a lot -- especially plastics.”

Not only is Snapi designed and manufactured in America, its raw materials, components and packaging are as well. KitchenHappy buys plastic resins from three US companies in Illinois, and two from Ohio. Point of purchasing packaging is produced in Pennsylvania and the stainless steel spring is made in Kentucky.

Mark is a part of a family of US manufacturing businesses in Michigan and Indiana. Several, including KitchenHappy, continue to be successful in exporting to international markets.

Retailing for under \$10, Snapi is a fun serving utensil designed to serve salads, fruit, pasta, veggies, and other food with one hand. Resembling a happy clam, it’s a molded plastic hard-shell with a soft-touch easy-grip base and comes in four (4) cool colors: Ice (white), Kiwi (green), Watermelon (red) and Berry (blue). Its features include a convenient open/close locking mechanism for easy storage, and they are dishwasher safe.

Snapi is available in point-of-purchase counter, floor and clip strip displays. Each Snapi also comes in bulk packaging and includes a hang tag ready for replenishment on custom displays.

For more information about "Snapi: The fun way to serve food," please visit <http://wholesale.kitchenhappy.com>, e-mail smiles@kitchenhappy.com or call 248-453-5177.