



Tri-Plex Packaging Premieres Its Unique Gift Card Packaging At Licensing Expo 2008

While exhibiting at Licensing Expo this week June 10-12, 2008 at Jacob Javits in NYC, Tri-Plex Packaging will introduce two exciting new products for gift card packaging. These two new items represent Tri-Plex's patent-pending book-style formats for gift cards.

New York, NY ([PRWeb](#)) June 9, 2008 -- While exhibiting at Licensing Expo June 10-12, 2008 at Jacob Javits Center in New York, Tri-Plex Packaging will introduce two exciting new products for gift card packaging -- the präsentä™ Gift CardAlog and the präsentä™ Gift CardAbook. These two items represent Tri-Plex's patent-pending book-style formats for gift cards.

"The Gift CardAlog combines the best features of a gift card with those of a catalog. It's hardback book format, with a variety of options for holding a gift card, turns any gift into much more than a piece of plastic," said Keith Thomas, Tri-Plex's VP of Sales. "With consumers traditionally spending more than the gift card's value, displaying a full selection of a company's products and/or promotional material encourages them to buy even more. The prestige of a brand is an integral value that gift-givers pass along. Our innovative packaging enhances the value of the gift card, puts your brand front and center, and turns up the volume on sales."

The Gift CardAbook is a similar product with the integrated packaging format, and is a retainable, keepsake book. Tri-Plex is currently offering three generic theme designs: Happy Birthday, Thank You, and Congratulations. The CardAbook can also be easily customized with any desired theme. Mr. Thomas added, "So many available packages for gift cards do little more than serve as a delivery vehicle for cards. Our CardAbook design communicates the care and thoughtfulness behind the gift card."

Tri-Plex's präsentä™ line of gift card packaging is available immediately and can be seen at www.tri-plexpkg.com

Press kit materials are available online at <http://virtualpressoffice.com/kit/Tri-PlexPackaging>

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