

# MINI PAK'R™

*Air Cushion Machine*

## **WITH NEW MINI PAK'R™ AIR CUSHION MACHINE, INTERNET RETAILERS CAN MAKE PACKAGING THAT VIRTUALLY ELIMINATES SHIPPING DAMAGE**

**New Desktop-Size Machine Saves Money and Saves Space for Internet Retailers and other Small Businesses That Regularly Ship All Types of Products**

<http://www.minipakr.com>

Redwood City, California, June 9, 2008 –The costs associated with shipping damages can be crippling to Internet retailers and other small businesses. Now, a new versatile and simple-to-use machine that produces industrial-strength packing materials on demand is offering a solution to reduce damage claims. The desktop-sized MINI PAK'R™ air cushion machine from packaging industry leader FP International makes air cushions that provide superior protection to standard bubble wrapping material.

The MINI PAK'R will be demonstrated at Booth 321 at the Internet Retailer 2008 Conference and Exhibition June 9 – 12 in Chicago.

This smart, compact machine creates six different air cushions. This range of packaging options allows Internet retailers and other small businesses to customize packaging for each shipment. It also significantly reduces the need for storage of multiple bags of peanuts or bulky rolls of bubble wrapping material.

The MINI PAK'R is perfect for wrapping fragile objects such as china, glassware, lighting and delicate collectibles. It protects high-value products including cameras and other electronic equipment and is ideal for packaging items that require bracing or void fill such as books, DVDs and CDs, or auto and motorcycle parts.

Online merchant and manufacturer of motor sports products and accessories, Pat Simpkins of RickyStator.com says “We’re exceptionally happy with the MINI PAK'R. We ship approximately 400 packages a month. Prior to the MINI PAK'R we used packing peanuts that took up a lot of space and blew all over the place. The MINI PAK'R is

definitely a space and money saver, and does a better job of protecting whatever we are shipping. It was a sound investment for our business.”

According to FP International’s MINI PAK’R product manager Stephen Mohr, the MINI PAK’R air cushion machine, with its superior bubble and multiple cushion options, is the only one of its type on the market. “The MINI PAK’R provides the Internet retailer the ability to make superior-strength packaging as needed. Until now, only large retail and industrial shippers with access to industrial air cushion machines had these capabilities.”

Mohr explains how the MINI PAK’R air cushions are different. “With the patented NOVUS air cushions, air moves between channels instead of popping the cushion like standard bubble wrapping material. This superior cushioning and protection for fragile and valuable items reduces the expense of packing materials and covering damage claims related to breakage.” He adds, “Plus, the air cushions it makes are environmentally friendly, and can be reused or recycled.”

The MINI PAK’R is a big space saver, a major benefit for retailers with limited room for storage. In fact, one small roll of MINI PAK’R NOVUS Quilt-Air® Large film makes the equivalent of 1 and 1/3 rolls of 1/2” X 48” x 250’ bubble wrap; one small roll of MINI PAK’R NOVUS Double Cushion® film makes the equivalent of seven 14 cubic foot bags of peanuts.

The MINI PAK’R, which sells for \$1,799 plus S&H, can be purchased online at <http://www.minipakr.com> or by calling 1-888-MINIPKR (1-888-646-4757).

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The new MINI PAK’R™ air cushion machine is an important addition to any packaging or shipping station or department. It is a convenient, simple to use and space-saving solution for internet and brick & mortar retailers, eBay shippers as well as small businesses, artists, medical supply companies, OEM manufacturers, pack-and-ship stores and others who need “on-demand” air cushion packaging capabilities. In fact, the MINI PAK’R machine was named “Best of Show for Equipment and Manufacturing” at the 2007 National Convention of the Associated Mail & Parcel Centers.

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