

FOR IMMEDIATE RELEASE

May 15, 2012

MEDIA CONTACT

Steve Pope

800.771.3896

info@speedtechinternational.com

Speedtech International Incorporated launches a new Facebook page with product solutions and special offers on **SPEEDWRAP** and VELCRO fasteners.

Racine, Wisconsin – May 15, 2012– Speedtech International Inc., the manufacturer of Speedwrap brand hook and loop fasteners and the leading wholesaler of Velcro brand fasteners, introduces its new Facebook page dedicated to Velcro cable tie consumers.

The new Facebook manufacturer page (<http://www.facebook.com/pages/Speedtech-Speedwrap/224790825833>) will serve both casual hook and loop fastening consumers and frequent users of both SPEEDWRAP and VELCRO brand fasteners.

Now consumers can share their insight on the many uses for hook and loop fasteners by sharing application ideas, posting stories and offering feedback and ideas for new products. Existing customers of SPEEDWRAP and VELCRO(R) brand fasteners including velcro cable ties and velcro fasteners under and the Velcro brand, can use the new Facebook page to obtain discounts, be the first to hear of new products, receive special offers and much more.

To kick off the launch of the new Facebook page, when new consumers 'like' the Facebook group "Speedtech International Inc." through June 15th, they will automatically be entered for the chance to win a free **SPEEDWRAP Fastener-Fan Pack**.

Steve Pope, Speedtech's Vice President of Marketing, comments "Customers frequently tell us that they appreciate the fact that we are nutty enough about velcro cable ties to be consider the "Vel-Perts" and they want to share in our strange affinity for these simple-to-use fasteners. We'd like to hear **where** customers use Speedwrap, a velcro strap or a velcro cable tie, **why** they use hook and loop fasteners and **how** these hook and loop fasteners can be improved? Facebook is a great place to do all of this." Added Mr. Pope, "Just last week a customer asked us if other customers used SPEEDWRAP(R) cinch straps to attach gear to backpacks? I knew the answer was yes, but I wanted to put this potential customer in touch with other users. With the introduction of our new Facebook community, we can direct consumers to a place online where other 'hook and loop fastener fanatics' are asking questions, sharing solutions and accessing special offers."

Background-

Hook and loop fasteners, including branded SPEEDWRAP and VELCRO cable ties are used for routing, bundling and securing of wires and cables. Because hook and loop wire ties are gentle on wires, easy to use and reusable they are a popular wire management solution. The ties, cut-to-length and back-to-back style tape are used to route, bundle, secure or organize cords and cables across numerous applications. Some of the most common applications for hook and loop fasteners include telecommunications, data communication, electrical, audio & video, photography, recreational and home or office

Using proper terminology for hook and loop fasteners is important. Customers often refer to hook and loop fasteners as “**velcro straps**”, a “velcro cable tie” however the proper terminology is “hook and loop fasteners.” If a customer is calling out the branded VELCRO straps, the proper term is “VELCRO(R) brand straps.”

About Speedtech International, Inc.

Founded in 1994, Speedtech International Inc. pioneered the development of hook and loop cable and wire management products. Fabricating from a newly designed and patented VELCRO (R) brand fastening material, Speedtech led the market with innovative bundling, cinching, routing solutions using hook and loop. Speedtech's engineering and sales team remain focused exclusively on **hook and loop fasteners including cable ties, cut-to-length, back-to-back style tape and custom straps** for over 15 years. Hook and loop is Speedtech's entire business. In fact, they have so many hook and loop ties and straps to choose from, that they started a website, www.TheStrapStore.com. An industry leader, Speedtech is a growing, customer-oriented company located in Racine, Wisconsin. For help with product design, material and pricing information, or design assistance - contact Speedtech today.

For further information contact:

Speedtech International, Inc. Steve Pope PO Box 246, Racine, WI 53401
800-771-3896 info@speedtechinternational.com

- *VELCRO and ONE-WRAP are registered trademarks of Velcro Industries B.V.*
- *SPEEDWRAP and Vel-Pert are registered trademarks of Speedtech International, Inc.*