

**FOR IMMEDIATE RELEASE**

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Speedtech International Incorporated launches a new Google + page with special deals, free prize giveaways, expert advice and more on **SPEEDWRAP®** and **VELCRO®** brand straps, cable ties and fasteners.

**Racine, Wisconsin – May 22, 2012–** Speedtech International Inc., the manufacturer of **SPEEDWRAP®** brand hook and loop fasteners and the leading wholesaler of velcro straps, introduces its new Google+ page dedicated to **SPEEDWRAP®** and **VELCRO®** Brand cable tie consumers.

The new Google + company page will serve both casual hook and loop fastener consumers as well as frequent users of both **SPEEDWRAP®** and **VELCRO®** brand fasteners. The community will offer special deals, free prize giveaways and expert advice and more, all from the “*Vel-Perts™*” at Speedtech.

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®** brand fasteners including a velcro cable tie and velcro straps can use the new Google+ 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 Google+ page, when new consumers sign up to “follow” Speedtech’s Google + community “Speedtech International Inc” (<https://plus.google.com/u/0/b/117830856085636428064/>), through June 15<sup>th</sup>, 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 a wire management solution as simple as a velcro cable tie, 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®** brand hook and loop products, a velcro cable tie or a velcro straps, **why** they use hook and loop fasteners and **how** these hook and loop fasteners can be improved? Google + is a great place to do all of this.” Added Mr. Pope, “Just this morning a prospective customer asked us if other Speedtech customers imprinted their web address on hook and loop straps? 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 Google + 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, Velcro straps and VELCRO cable ties are used for routing, bundling and securing wires and cables. Because velcro straps are gentle on wires, easy to use and reusable they are a popular wire management solution. A velcro cable tie, cut-to-length reels 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 velcro straps include telecommunications, data communication, electrical, audio & video, photography, recreational and home or office environments.

Using proper terminology for hook and loop fasteners is important. Customers often refer to hook and loop fasteners as “**velcro straps**” or 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® 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® 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 velcro cable ties and velcro straps to choose from, that they started a website dedicated to these fastening solutions, TheStrapStore.com. An industry leader, Speedtech is a growing, customer-oriented company located in Racine, Wisconsin. For help with material expertise, wholesale pricing, or design assistance - contact Speedtech today.

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