

FOR IMMEDIATE RELEASE

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MEDIA CONTACT

Steve Pope

800.771.3896

info@speedtechinternational.com

Speedtech International Incorporated hires a new customer service representative to help hook and loop fastener customers with SPEEDWRAP® and VELCRO® brand ONE-WRAP® fasteners.

Racine, Wisconsin – July 31st, 2012– Speedtech International Inc., the manufacturer of the SPEEDWRAP® brand **hook and loop fastener** and a leading wholesaler of VELCRO® brand ONE-WRAP® brand fasteners, is proud to introduce Amber Scheel as its newest Customer Service Representative. Amber will help provide Speedtech’s existing and future industrial velcro customers, assistance with everything from selecting the right hook and loop fastener for their application, order entry, to tracking and post sales support. Ms. Scheel will also serve as an office manager, assisting Speedtech with several of its ISO-9000 quality management requirements including but not limited to order flow, order confirmation as well as manual and product drawing management.

While engineering and application based customer assistance will be handled by Speedtech’s more seasoned Vel-Perts™, many customers have simpler questions that Ms. Scheel can assist them with. For example, a “do-it-yourselfer” customer who wants to know if Speedtech can ship some VELCRO® brand ONE-WRAP® cable ties to them today or a Product Manager from one of Speedtech’s Data communications Distributors who needs to know if we can add to their blanket order, both deserve immediate answers. Ms. Scheel will be equipped with the tools to serve these customers and to answer those type of questions in a timely basis. Steve Pope, Speedtech’s Vice President of Marketing ads, “Speedtech has garnered a reputation for hook and loop (including Velcro One-Wrap) fastener expertise as well as timely service and delivery. To maintain this level of service and while our company grows, we felt that adding another member to our customer support team was important.” Pope concludes, “We are thrilled to add Ms. Scheel on our customer service team.”

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. **SPEEDWRAP® Hook and Loop Fasteners**- including SPEEDWRAP® Brand cable ties, straps and rolls made from VELCRO® brand ONE-WRAP™ material as well as some VELCRO® Brand ties, straps and more.

Speedtech specializes in industrial velcro, including branded SPEEDWRAP® brand hook and loop straps, ties, mounting products and more are most commonly used for routing, bundling and securing wires, cables and other objects. Because hook and loop fasteners are gentle on wires, easy to use and reusable they are a popular wire management solution. Using proper terminology for hook and loop fasteners is important. Customers often refer to hook and loop fasteners as “**velcro ties**” however the proper terminology is “hook and loop fasteners.” If a customer is calling out the branded velcro ties, the proper term is “VELCRO® brand ties.”

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 ties and straps to choose from, that they started a website dedicated to these fastening solutions called 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.

For further information contact:

Speedtech International, Inc. Steve Pope PO Box 246, Racine, WI 53401
800-771-3896 (USA +01-262-635-9394) info@speedtechinternational.com

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