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# Press Release

FOR IMMEDIATE RELEASE

## **TheStrapStore.com, a Leading Online Provider of Hook & Loop and Specialty Fasteners, Launches a New Cutting-Edge Website.**

*TheStrapStore.com, a leading online source of hook & loop and specialty fasteners announces the launch of their easy-to-navigate and mobile friendly website. It promises to offer a unique and smooth experience to users shopping for cord & cable management solutions as well as bundling and banding fasteners.*

(Racine, WI) – November, 30<sup>th</sup> 2016

TheStrapStore.com, an online reseller of SPEEDWRAP® and VELCRO® Brand Hook & Loop Fasteners, announced today the launch of its revamped website. This newly redesigned website offers quick and easy access to a wide range of hook & loop and specialty fasteners.

A mobile-responsive and easy-to-navigate website, TheStrapStore.com helps customers find the right products by searching product categories, industry lists, or choosing from a menu of common applications. These three funnels help guide customers who may or may not know a lot about these types of products to locate and purchase the perfect fasteners for their application.

Steve Pope, Digital Commerce Director at TheStrapStore.com, explains “We believe this new site will allow our visitors to have a more seamless shopping experience. The new site is product focused and caters to a wide range of users. We’re excited to offer a whole new way to help solve the problems of small and large businesses, manufacturers, and resellers looking to find products quickly and easily.”

TheStrapStore.com’s new website will be updated on a regular basis with news of product launches, company news, and new video content. For more information about TheStrapStore, visit the upgraded website at [www.thestrapstore.com](http://www.thestrapstore.com) today.

### **About TheStrapStore.com**

A leading online source for SPEEDWRAP® Brand Products and a reseller of VELCRO® Brand Fasteners, TheStrapStore.com, based in Racine, WI, is a subsidiary of Speedtech International, Inc. TheStrapStore and Speedtech specialize in cable management, bundling and banding products which include both hook & loop and specialty fasteners. For more information visit [www.TheStrapStore.com](http://www.TheStrapStore.com)

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