



# ONE WORD SAYS IT ALL.

## LUMINARC JOINS FUNCTION AND VALUE IN NEW STORAGE LINE

With the spectacular growth of glass storage as a category in the past 2 years, the market has gotten a bit dense with product. Choices are certainly plenteous...but the choice always seems to be between price and function, with retailers having to decide which way to go...or whether to dedicate sufficient space to accommodate multiple offerings to serve both the “value” customer and the “premium” customer. Until now!!

Luminarc is proudly unveiling a new collection of glass storage containers at the upcoming NY Tabletop Show which finally provides that huge consumer group with a premium-function line at a value-oriented price points!



Pure Box *Active* combines the features of premium-price ranges such as air tight and water tight snap on lids PLUS a venting feature that allows the containers to be used in the microwave with the lids remaining on the piece. The glass vessels are also OVEN SAFE to 425F. Combining all these features in one vessel is completely new to the value-priced segment of the market, and is sure to generate excitement on retail shelves.

In addition, their BPA-free lids feature easily removable and replaceable gaskets to provide complete and easy cleaning...a valuable feature to insure years of clean , save and carefree home use.

The complete collection features 15 different items across multiple shapes that are proven consumer-winners. And some shapes that have never been available in glass storage before!



Pure Box *Active* boasts retails from \$4.99 to \$11.99 and is MADE IN THE USA at our factory in Millville NJ, leading the world in clean glassmaking.

**SEE IMAGES ATTACHED - HI RES AVAILABLE BY REQUEST**

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