

Contact: Liz Mrofka  
(970)613-2050  
(720) 838-3083  
liz@fabfobco.com

For immediate release:

## **FOBBIE WINS BEST NEW PRODUCT**

### **The National Stationary Show Awards The Fab Fob Company's Fobbie with a Best New Product Award**



Drake, Colo., May 27, 2008: The Fobbie, gift wrapping in a cinch, won the Best New Product Award in the party category at the National Stationary Show in New York on May 19th

The addition of "Think Green" categories to the Best New Product Awards competition propelled the contest to a new level, as judges reviewed a record-breaking 375 new products to select 13 winners. The coveted Awards are presented in 12 categories and are considered a top honor within the social stationary industry.

"These exhibitors are innovators and trend-setters in an ever-evolving social stationary industry," said Patti Stracher, show manager. "Each product that captured the attention of our judges exemplifies creativity, functionality and fun - and in the case of our "Think Green" winners - social responsibility. These companies are to be commended for their ingenuity and continued efforts to provide the industry with fresh resources."



Liz Mrofka, President of the Fab Fob Company, presented the Fobbie for the first time in New York. "Receiving this award is such an honor. I'm pleased the Fobbie was so well received."

The Fobbie is a square or round card that is adorned with either an occasion's greeting, a photograph, or left blank for the creative type to design. It is 3.5 inches in diameter and is made from recycled materials with soy and safe inks. The Fobbie is durable, perfect for reusing, and can be recycled. It uses 8 parallel slots that you can simply weave pieces of ribbon through in opposite directions around your package. Give the ribbon ends a tug and the Fobbie cinches to the package tightly. A few snips with scissors trims up the ends and leaves you with a beautifully wrapped package. The Fobbie guarantees a perfect finishing touch to your gift giving

in no time, leaving you with a professionally wrapped package. And, you can mail your gifts without

worrying about what they'll look like when the recipient gets it—there are no bows to crush in the mail.

For more creative Fobbie ideas, visit the inspiration page at [www.fobbie.com](http://www.fobbie.com). There you'll find clever gift wrap examples and even more alternative Fobbie uses. The Fobbie website is user-friendly, and orders can be submitted online.

\*\*The Fab Fob Company, LLC, is owned by the Fobbie's inventor, Liz Mrofka.



\*\*\*Fab Fob Company, LLC, started “The Fobbie Fund” where five cents of every sale gets distributed to nonprofit organizations or to helping an entrepreneur in a developing country.

Media contact: The Fab Fob Company, LLC

e-mail: [liz@fabfobco.com](mailto:liz@fabfobco.com)

phone: (970) 613-2050

website: [www.fobbie.com](http://www.fobbie.com)