



Put Fobbies Under the Tree This Season

Why the newest sensation in gift wrapping is earning a name for itself and saving gifters from holiday headaches.

Denver, Colo., December 11, 2007: Have fun wrapping gifts this holiday season with the inventive Fobbie — a new gift wrapping product from The Fab Fob Company, LLC. Gone are the bows that are easily crushed, the fumbling of fingers while trying to tie a tight knot in your ribbon, and the long gift wrapping lines at the shopping center. Get the professional gift wrapped look for less! The Fobbie offers the perfect solution for even the most challenging gift wrapping, and it's easy to use for those that aren't artistically gifted.

The Fobbie is a square or round card that is adorned with an occasion's greeting. It is 3.5 inches in diameter and is made from recycled materials with soy and safe inks. The Fobbie is durable and 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. 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. And, there's more! Another plus to the Fobbie is eliminating the need for the traditional box for gifting. Don't worry about oddly shaped and strangely sized items. The Fobbie can adorn them all beautifully.

This season's Fobbies include vintage, and floral "to/from" designs. For the more creative spirit, they also offer picture frame versions that work nicely for displaying the latest pictures of the kids or furry friends! There is also a do-it-yourself option that lets you take decorating license so you can further personalize your gift.

For more creative fobbie ideas, visit the inspiration page at 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.

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

on Denver's Channel 4 News, in *The Reporter Herald*, and in *Handwoven* and *Piecework* magazines. The 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.

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