

## FOR IMMEDIATE RELEASE



**Contact:** Barbara Keeps  
Lisa Reisman  
Division Manager  
Phone: 503-684-8229  
Fax: 503-620-2943  
Email: [Barbara@Flightcom.net](mailto:Barbara@Flightcom.net)

Marketing Comm Manager  
Phone: 503-684-8229  
Fax: 503-620-2943  
Email: [LisaR@Flightcom.net](mailto:LisaR@Flightcom.net)

## **FLIGHTCOM INTRODUCES INNOVATIVE NEW ACCESSORY PACKAGING**

(PORTLAND, OR - JAN. 1, 2003) - Flightcom, a leading manufacturer of aviation headsets and intercoms, introduces brighter, fresher new packaging designed to increase sales through better "curb appeal."

Featuring a see-through 'thermoform shell,' the colorful packaging showcases the company's accessory products, improving their visibility, durability and identification at point-of-sale.

Available to dealers immediately, the new design can be displayed on pegboard hooks - or counter top trays (coming soon).



Lisa Reisman, Flightcom marketing communications manager, calls the improved packaging "an opportunity for dealers to generate increased revenue. It's bright, attention-getting, and presents the products better. The old bag and header card style that most manufacturers use often looks beat-up just from the stress of shipping, not to mention customer handling. Our new packaging can withstand lots of abuse and still look great. I expect to see a serious increase in our after-market accessory sales this year."

To repackage, dealers should contact their territory managers with a list of their existing inventory of accessories. Dealers will be able to request packaging shells, inserts and labels. Free tamper-resistant tabs are an available option.

Founded in 1983 to produce competitively priced noise-attenuating headsets for the aviation industry, Flightcom moves into their 20<sup>th</sup> year offering a wide range of headsets, intercoms and accessories to meet the needs of the beginning student to the seasoned, professional pilot.

More information: visit [www.flightcom.net/site/company/company.php](http://www.flightcom.net/site/company/company.php)

###