

NEWS RELEASE

TO THE EDITOR

FOR IMMEDIATE RELEASE

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CUSTOM BRUSHES ENHANCE THE PRODUCT EXPERIENCE

Development of product specific brushes offers tools for creating a brand-enhancing customer experience

Morristown, NJ: Custom development of a product application brush from Siloa, Inc. offers product developers and marketers a unique tool for heightening the customer experience and intensifying the brand relationship.

Noting that “a brush is a precision tool best developed in concert with the product,” Siloa President Mark Bellard recommends that “whenever possible, product developers simultaneously design the product and the application tool in order to optimize the customer’s experience”.

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Brush designs that begin with the customer experience make a unique statement. With an unlimited combination of brush design possibilities, product developers are able to embark on a selection process that is not defined by a pre-existing brush inventory. Siloa brushes begin instead with the performance and aesthetic characteristics that support the product, define the brand and stimulate product loyalty and repeat purchases.

In working with Siloa (www.Siloa.com) to develop custom brushes, product developers and marketers may choose from a wide variety of natural or synthetic hair; molded plastic, wood or metal handles and ferrules designed to compliment the bristle hair and application characteristics. As important as the aesthetic design is the process that results in a set of matched performance tools.

Handles may be solid, carved, embossed, flat, round, painted, decorated or whatever the designer has in mind.

Selection of bristle hair type is virtually unlimited and is sourced according to product use and aesthetic appearance. Most critical in terms of use is bristle type, length and shape. Natural or synthetic fiber preferences can be accommodated.

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Siloa follows stringent manufacturing steps in which quality, experience and skill are combined throughout the washing, drying, dyeing, cutting, bundling, sterilizing and converting processes. Natural or synthetic bristles are coaxed into position, captured by a ferrule and contour-trimmed with a hand-held blade by skilled artisans. Throughout the assembly process, each brush is checked to assure that it maintains its performance characteristics, distinctive shape and uniformity.

When multiple application processes are desired, a single brush can be designed so that one side may feature a stiff tip for applying the product while the other side may offer a soft tuft for blending.

Brush sets are designed to optimize the customer experience and foster brand loyalty by setting into play a unique application regimen that ties the customer to multiple products and becomes the focal point within a daily beauty routine.

For more information, please contact Mr. Mark Bellard; Siloa, Inc.; 86 South Street, Suite C3; Morristown, NJ 07960; Tel: (973) 292-2500 Ext. 100; www.siloa.com; Email mbellard@siloa.com.

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Photo Caption:

Custom brushes developed by Siloa Inc. meet product development and marketing objectives for creating a unique brand-enhancing customer experience.