

NEWS RELEASE

TO THE EDITOR

FOR IMMEDIATE RELEASE

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ROLLER APPLICATOR TRANSFORMS THE PACKAGING INTO A BRAND-BUILDING RELATIONSHIP

The smooth gliding applicator gently and precisely delivers product to heighten the product experience

Morristown, NJ: Roller-ball applicators from Siloa, Inc. win consumer trust and loyalty with a direct, no pour, no-spill, easy-on application experience that transforms product use into a close, personal relationship.

The controlled-dispensing applicator ball gently rolls liquid fragrance, balm or gel directly onto the desired body area. The spherical roller smoothly caresses wrists, neck, lips or any skin surfaces, heightening the senses and the product enjoyment.

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Glass tubes, custom-decorated with specialty finishes or colors are offered in a variety of diameters and almost unlimited lengths. When custom-paired with specially-sized stainless steel roller ball fitments, the roller-ball container provides a secure and convenient leak-free dispensing container that applies product evenly from any angle without spilling.

Colored, stamped or etched glass along with standard or custom colored plastic, metal or combination plastic and metal caps, ceramic or precious metal printing offer unlimited package design possibilities.

Siloa roll-on applicators offer an exciting option for value-enhanced fragrance, luxury bath and body sets or as individual products within a mix and match set.

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:

Personal roller-ball applicator packaging from Siloa, Inc. defines a heightened brand/customer relationship that transforms product convenience and sensuality into the next level of extra value relationship marketing.

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