

FOR IMMEDIATE RELEASE

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StoreSMART's New Communication Magnets Convey Information in an Energetic, Powerful Way

Turn your whiteboard into a *communication* board with these innovative new products

Rochester, N.Y. – The product development experts at StoreSMART, a global leader in visual management and office organization solutions, recently asked themselves an interesting question: Why are whiteboards so... well... *plain white*?

This question may sound silly—but it has its origins in serious business philosophy. Lean and Six Sigma organizations across the globe—including some of the world's largest manufacturers, leading hospitals, cutting edge startups, and the offices of Harley Davidson, Toyota, DuPont, and Coca Cola, to name a few—utilize whiteboard visual management systems. StoreSMART has been creating innovative products to meet the needs of this market for years, including magnetic and adhesive vinyl pockets. Now they've expanded their line to include colorful magnetic whiteboard accessories designed to help convey information in an energetic, powerful fashion.

StoreSMART's latest offerings include:

1. **Mood Magnets:** These smiley faces communicate status updates with ease. Trainers, sales teams, and managers are sure to find countless applications for Smiley Green, Neutral Yellow, and Frown Red.
2. **Star Magnets:** Use these to quickly and easily convey information such as sales levels, team designations, or attendance. Color-code talking points and metrics with ease. Available in six vibrant colors: red, yellow, orange, green, blue, and purple.
3. **Smart Magnetic Cards:** From the factory to the boardroom, these rewriteable, reusable 3" x 5" cards can be used for brainstorming sessions and idea management. Use in the landscape or portrait position. Available with red, yellow, green, and blue frames—make your ideas stand out!
4. **Write-On Stars:** Celebrate your employees and their accomplishments! These large 5" stars are designed to work with dry-erase markers. Use them to bring attention to important tasks or highlight successes. Available in two vibrant color sets—blue-green blend border and red-purple blend border.

To obtain free samples for review, contact Stan@storesmart.com or call 800-424-1011 x9208. See StoreSMART.com/Press for high-resolution publication images.

StoreSMART has been creating and marketing quality products and services for storage, organization, display, filing, and distribution since 1971. The StoreSMART catalog is brimming with new products to help everyone get—and stay—organized. For more information, visit StoreSMART.com or call 800-424-1011.

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