

Trade Fixtures/Newleaf Designs

PRESS RELEASE:

New non-heated Bulk Liquid Fixture to be introduced
this week at Natural Products Expo West '08
Booth 3752 in Anaheim

Upcoming Events

Expo West 2008



TRADE FIXTURES_™
NEWLEAF DESIGNS

Trade Fixtures is the industry leader in providing NEXT GENERATION bulk merchandising solutions. We offer a full line of polycarbonate, NSF Certified bulk bins, that are proven and field-tested. Our goal is to offer the most innovative, functional products to our customers. We have a full-time research and development team, a complete design department, and a full-service cabinet shop to serve all of your needs, and stay ahead of our competition.

With over **one million** bins in the market currently, you can be assured that you are choosing the most reliable, durable, and beautiful bins available.

Along with our bins, we

Dear Scott,



We all have enjoyed honey at some point in our lives, whether on a piece of bread, served on a waffle, in a drink, or even just a spoonful of this sweet, natural treat.

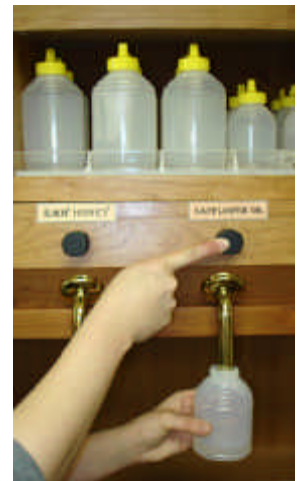
But have you ever thought about honey's composition, let alone its benefits (and there is quite an extensive list)?

We have, which is why Trade Fixtures has developed a new "**non-heated**" method for dispensing bulk honey, and other food grade liquids (tamari, oils, vinegars, syrups, and molasses).

The new Trade Fixtures non-heated bulk liquid system uses a push button, pumping system to dispense the unadulterated honey from its source through no-mess, non-spill spigots to a container of your choice for consumption.

Other fixture benefits include:

- Merchandise 8 liquids per 4' set
- No more lifting heavy containers above your head
- Pumps directly from the source container (No more transferring your honey from one container to a honey tank)
- Solid wood construction
- Solid surface countertop
- Merchandising cup dispensers
- Environmentally friendly design
 - Buying reduces unnecessary packaging
 - Buying in bulk saves money and resources
 - Can be made out of 75-100% pre-consumer recycled material



Background:

Traditional methods for



offer a full line of fixture solutions to fit every need. From a small tabletop buffet stand to an 80-foot inline bulk food department, we have an answer for all of your space requirements.

Visit our website below, for more information.

Quick Links...

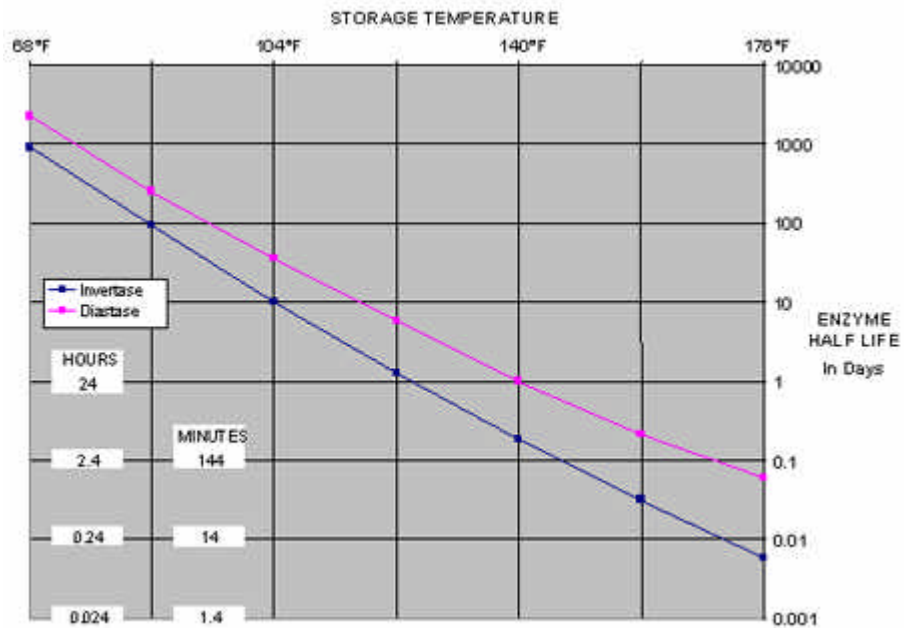
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selling/buying bulk honey involve the use of heated honey tanks in order to get the honey to flow due to its high viscosity at lower temperatures. To lower the viscosity (or increase its flow), many would use a 60-75W light bulb, or a heating pad to raise the temperature of the honey to around 140°F in a 5 gallon steel honey tank.

While the heating practice has been necessary in order to dispense bulk honey in a timely fashion, it decreases the half life of three key enzymes (which are catalysts for the benefits listed below) 10 fold for every 20 degrees of temperature added, thus negating any natural benefit the raw/pure honey would have provided to you through consumption.

"One such benefit is that by consuming 2 - 4 tbs daily you can raise antioxidant levels in your blood stream by 10%. These antioxidants may flush your liver by up to 84% of artery clogging fats, enough to reduce your heart attack and stroke risk by 20%." (Source: Wee Bee Honey)

The following chart shows the effect of heating honey on the naturally found enzymes (Invertase which breaks down Sucrose, and Diastase which breaks down starch).



(Source: J.W.White, 1967, Penn State University)

Simply said, any medical, or health benefit honey would naturally provide, is diminished exponentially over a very short amount of time.

Why was finding a better dispensing method important?

Honey contains:

- Simple sugars (provides energy)
- Amino acids (benefits the heart and liver)

- Minerals (necessary for daily nutrition)
- Enzymes (aids in metabolism, and digestion)
- Inhibin (lends to long shelf life)
- Vitamins (completes the assortment of beneficial health ingredients)
- Antioxidants (prevents the development of chronic diseases)

Noted honey and beehive research shows it offers:

- Antiseptic
- Antibiotic
- Antibacterial
- Antifungal
- Antiviral
- Anti-inflammatory (In one study, 302 patients with ulcers had normal treatment healed 29%, while those given honey as a treatment healed at 59%)
- Antitumor and other Antioxidant properties
- As well as can increase hemoglobin count
- Helps lower cholesterol
- Treats or prevents amnesia
- Helps arthritic joints
- Fights colds, flu, sore throat, cough, bronchitis, asthmatic and respiratory infections
- Builds up a depressed immune system
- Helps heal acid reflux and gastrointestinal ulcers
- Aids constipation
- And a whole list of vitamin/mineral benefits

(Source: Wee Bee Honey, National Honey Board, and Fischer Honey)

We will be showcasing this new innovative solution this week at the Natural Products Expo West in Anaheim, California booth #3752. Come by and see how you can help your customers Bee Healed, Bee Energized, and Bee Healthier!

If you cannot make it to Expo West, but would like more information on this system, please respond to this email, or contact me.

Sincerely,
Scott A. Williams
Marketing Director
Trade Fixtures/NewLeaf Designs
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The Face of Quality, Pride and Innovation

Trade Fixtures/Newleaf Designs is the Industry Leader in Next Generation Bulk Merchandising Solutions. Founded in 1982, and located in Little Rock, Arkansas our company is committed to the manufacturing and assembly of quality merchandising displays and products.

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