



NEW CAPABILITY

PRESS RELEASE TEMPLATE

Questionnaire To Write A New Capability Press Release

The purpose of this press release is to publicize a new capability or capacity that enables the company to expand what it offers or what it can do.

The following questionnaire is designed to help you organize the most relevant information for this type of press release. Providing clear, concise, and informative answers will directly impact its quality. Whether your goal is to write the press release yourself or submit a fact sheet to a professional writer, take the time to organize and explain the facts of your development by answering these questions.

What Is The New Capability:

Vacuum Sealing

What Is The Specific Equipment, System, Or Qualification That Makes This Capability Possible:

The SealSure VSK 315 system - a commercial vacuum sealer that works for commercial-size and large packages

What Led To The Decision To Integrate This Capability:

We wanted a better way to protect our fabrics and fiber from lint and particle matter and also a way to reduce the volume of product within a shipping box.

What Will The New Capability Enable The Company To Do Or Offer:

We can now better ensure our customers will receive pristine bolts, units, and samples of our custom fabrics. We can also fit more products per shipment, which means our customer's orders will require fewer packages and materials. We're providing even more reliable order fulfillment with less waste.

Why Should Customers Be Excited About This News:

Our customers can trust that their fabrics and fibers will be in excellent condition when they open their package and if they choose to store these materials for the long term. The vacuum-sealed materials are thoroughly protected from particles, odors, moisture, and other factors that could reduce their quality. Vacuum-sealed fabrics can also be stored more easily, as the packages are compact and can be easily stacked.

Describe The Customer Type/Marketplace That Will Be Most Interested:

We sell to professional tailors, seamstresses, and designers, as well as hobbyist sewers. We think this capability will be of interest to all our customers.

When Did/Will The New Capability Become Active:

September 2022

How Does This Capability Further The Overall Mission Or Philosophy Of The Company:

Our company sets itself apart as a provider of higher-quality, ultra-luxurious, and unusual fabrics. They need to come to our customers in a pristine state. This reflects the integrity and luxury we strive to deliver with our products.

Quote From The Company About This Capability:

Vacuum sealing our fabrics and fibers will add up to a better experience for our customers. It's a major part of our mission as a resource for chic, stylish, and high-quality materials.

Person Providing The Quote:

Quinn Hartnet

Their Professional Title/Role:

Product Quality and Warehouse Manager

Formal Headline:

This headline will be submitted to news services. It must be straightforward and factual.

New Vacuum-Sealed Shipments From Ginger Fabrics Improve Product Integrity And Reduce Packaging Waste

Summary:

High-style and luxury fabric supplier, Ginger Fabrics, strives to ensure pristine product integrity with the adoption of a new commercial vacuum sealing system. The company is now reducing packaging requirements and delivering a better customer experience.



NEW VACUUM-SEALED SHIPMENTS FROM GINGER FABRICS IMPROVE PRODUCT INTEGRITY AND REDUCE PACKAGING WASTE

PRESS RELEASE SUMMARY

High-style and luxury fabric supplier, Ginger Fabrics, strives to ensure pristine product integrity with the adoption of a new commercial vacuum sealing system. The company is now reducing packaging requirements and delivering a better customer experience.

PRESS RELEASE

Specialty and luxury materials supplier, Ginger Fabrics has adopted a new capability that will enhance the integrity of its products and contribute to an optimal buying experience for seamstresses, fashion and costume designers, and hobbyist sewers. The addition of a new vacuum-sealing packaging system will better protect customer purchases while also reducing waste.

To learn more about the fabrics and fibers available from Ginger Fabrics, visit gingerfabrics.biz/catalog.htm

The addition of a SealSure VSK 315 commercial vacuum sealer in September of 2022 has enabled Ginger Fabrics to enhance its fabric and fiber packing process. The result is improved product integrity, fewer packaging materials, and a better experience for the many professionals and hobbyists who choose Ginger Fabrics.

The company decided to invest in this new capability out of a desire to better shield its products from lint, dust, and other small particles. By vacuum-sealing all items within an order, the overall volume of the shipment and required packaging is also reduced.

Ginger Fabrics has been eager to inform its customers that they can expect their fabrics and fibers to be in excellent condition. Apart from ensuring all bolts, rolls, pre-cuts, and samples will be pristine on arrival at their destination, the vacuum sealing will facilitate more compact and convenient long-term storage and thorough protection from particles, odors, moisture, and other factors that could reduce their quality.

Ginger Fabrics has emphasized that this new capability is an extension of its mission to be a stand-out provider of higher-quality, ultra-luxurious, and unusual fabrics. As product quality and warehouse manager, Quinn Hartnet has expressed, “Vacuum sealing our fabrics and fibers will add up to a better experience for our customers. It’s a major part of our mission as a resource for chic, stylish, and high-quality materials”.

BOILERPLATE

Ginger Fabrics is a fabric and fiber craft supplier that sells luxury, specialty, and high-fashion fabrics for apparel and art pieces. Seamstresses, fashion and costume designers, and hobbyists choose the company as a trusted source for exceptional-quality materials.