

AS SEEN IN KITCHENWARE NEWS & Housewares Review SHOW DAILY

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Storemaxx Introduces New Product at Show

An interview with Ed Spitaletta, Chief Executive Officer, StoreMaxx Inc.®, creator of Snap Pak®, the original meal prep container.

KNSD: You were on the team that invented the Clip Strip® in 1979. Tell our readers about that.

ES: My dad is actually the inventor of the Clip Strip. I led the team responsible for implementing the functional development and practical application at the retail level. We used an old Pathmark store as test bed for the eventual patent. Clip Strip changed the entire retail cross merchandising landscape

and began the P.O.P. industry in earnest.

KNSD: What was the genesis for offering foodservice containers for retail?

ES: It was my wife. She would always wash our takeout containers and save them one by one, claiming they were her favorite containers. After a marketing study offered positive results, StoreMaxx was born.

KNSD: What separates StoreMaxx from its competitors?

ES: StoreMaxx is a unique supplier in

today's environment. In spite of our rapid success, we remain and will continue to remain a boutique shop style vendor willing to customize our programs to fit a customer's business model.

KNSD: What separates Snap Pak from the other available options people have?

ES: We distance ourselves from our competition through a commitment to best-in-class quality at value pricing, and Made in the USA with a Q-4 expansion plan.

KNSD: Where is Snap Pak sold?

ES: Our market strategy is strong trading partnerships with America's big box chain stores. Our e-commerce business is boom-



ing and now we have an opportunity to expand into new markets like foodservice.

KNSD: Anything new and exciting coming out in the food container category this year?

ES: In keeping with our tradition of inventing and innovating, we are introducing the Snap Pak Hot Box® at the show. The Hot Box is a dual walled container with a thermal heat pack that heats the water in the well, which in turn heats your food. Come see the Hot Box at booth #S224!

For more information, stop by South Hall booth #S224.