



Company:
Simply Brilliant LLC
PO Box 856
Hood River, OR
97031

web: www.shockles.com
phone: 888-557-6464
email: info@shockles.com

Contact:
Daryl Diane Morrissey
email: daryl@shockles.com
phone: 541-490-2505

No kill date

For Immediate Release:

THE NEW MINI-SHOCKLE™ OBSOLETES THE BUNGEE CORD!

HOOD RIVER, Ore. – December 10, 2004 – Simply Brilliant has taken the versatility, durability, and user friendly features from its SHOCKLES line and applied them to a new performance series, the Mini-SHOCKLES™. Flimsy bungee cords are a thing of the past. Mini-SHOCKLES are constructed with a combination of double-strength shock cord, strong tubular nylon webbing, and anodized marine-grade carabiner fasteners on each end. They are unbelievably strong, secure, quick and easy to attach, safe, and extremely durable. Bye-bye bungees.

Biking enthusiasts will find scores of possible uses for Mini-SHOCKLES when riding, transporting, camping, or storing your gear. Use them to secure your bike to your rack or in the back of your truck. Hook them on the back of your bike to secure a raincoat or waterbottle, or strap extra gear onto your backpack. No job is too big or too small! You'll be amazed at how often Mini-SHOCKLES come in handy.

Mini-SHOCKLES are industrial strength. Load tested to 600lbs, they stretch to twice their static length. The tough cover stands up to abrasion, UV damage, and won't be easily cut or worn. Mini-SHOCKLES can be clipped to gear, rings, and rails, or back to itself for securing around larger objects. Unlike conventional bungee hooks that are limited in strength and reliability, the Mini-SHOCKLE carabiners will hold up in salt water, won't rust, corrode, bend, or accidentally unclip. Mini-SHOCKLES are available in 4 lengths (6" - \$8.45, 12" - \$8.95, 18" - \$9.45, and 24" - \$9.95) and 4 color choices (Blue, Red, Silver, and Black).

If you want to secure it, cinch it, and silence it --- the Mini-SHOCKLE is your choice. Why trust your gear to anything less?

The SHOCKLES® product line is distributed by Simply Brilliant, LLC, an innovative firm specializing in the design and development of unique and useful home, outdoor, and marine products based in Hood River, OR, USA. Mini-SHOCKLES, along with our other Simply Brilliant Products, are available online at www.shockles.com and better boating stores. Contact us at: Info@shockles.com or 888-557-6464.

HI-RES photos available at: <http://www.shockles.com/press/photo-gallery.cfm>