

[Geami Launches New Product at Internet Retailer Conference](#)

Geami, a producer of eco-friendly protective packaging materials, will debut its new product lines at the Internet Retailer Conference & Exhibition.

Online PR News â€“ 13-June-2011 â€“ Geami, a producer of eco-friendly protective packaging materials (www.geami.com), will debut its new product lines at the Internet Retailer Conference & Exhibition. The conference will be held June 14-17 in San Diego.

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Companies that use protective packaging to ship parcels will have the opportunity to experience how the eco-friendly Kraft paper wrapping material can save time and money both in the warehouse and in overall production costs. The patented Kraft paper material replaces plastics such as bubble and foam materials. Demonstrations of the packaging system will be located at booth #1836 of the Internet Retailer Conference.

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The newest product, eWrap is the result of retailers and ecommerce shippers seeking a packing solution that fits in a compact storage area. The new automated countertop dispensing system produces 12.5-inch-wide packaging, and refills are ordered by the box. Geami's versatile Kraft protective packaging is used to wrap a wide variety of products such as tableware, glassware, food, health, beauty and cosmetic products. On exhibit will be eco-friendly packaging solutions that are ideal for both light and medium-high volume shippers.

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While attendees will discover how versatile Geami's Kraft paper wrapping and cushioning materials are to use, the opportunities for increased throughput in processing and packing orders is the linchpin of the system, says Lynn Moe, account manager for Geami.

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Based on customer input, three product dispensing options iWrap, eWrap and ProWrap are engineered with the best interest of Geami clients, consumers and the planet. All of the products feature an auto expander, which produces the company's Kraft paper cushioning material on demand while packers wrap. The interlocking nature of the web eliminates the need for tape adhesives and prevents content movement in the box. This has been shown to be significantly faster than manually wrapping from bubble and foam wraps, making this system more efficient as the industry pushes harder for same-day shipping of internet orders.

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Made from high-tensile-strength paper, a patented process creates a honeycomb web that provides impact deflection and shock absorption better than foams, bubble packaging and air pillows of equal volume.

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Large-volume shippers will continue to use the original expander system that has been newly branded ProWrap. This countertop machine dispenses 14-inch-wide packaging that is sold by the pallet. One pallet of

ProWrap produces 31,000 feet of wrapping and has the protective capacity of a truckload of bubble-style packaging.

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The iWrap system is designed specifically for small business and modest-volume shippers where portability is required. The easy-to-use dispenser rack and 13-inch-wide rolls can be stored in a cabinet or on a shelf.

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As client relationships with some of the most visible and prominent brand names and retailers continue to grow, Geami has introduced personalization and branding options that enhance the consumer experience and reduce the ecological footprint. Geami paper-based packaging materials are biodegradable and 100 percent recyclable.

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About Geami:

Geami uses patented technology to create paper-based protective packaging that prevents damage during the shipment of fragile materials. Founded in 1994 and based in Raleigh-Durham, North Carolina, Geami is a privately held company serving Fortune 500 companies, Top 100 catalogers and light-volume shippers worldwide. The 100 percent recyclable Geami product serves as a cost-effective alternative for oil-based materials such as foams, bubble packaging and air pillows. Nearly 20,000 packages are shipped daily with their contents protected by Geami. Visit <http://www.geami.com>.

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