



Innoversa Corp. launches Trim-A-Rim, a customizable and reversible magnetic dry-erase board and mirror

Innovative new product, in full and mini sizes, shows off your personal style with easy-to-change borders

ATLANTA (Atlanta International Gift & Home Furnishings Market, Booth 2707) January 9, 2013 —

Innoversa Corp. today announced the launch of its innovative, patent-pending Trim-A-Rim. This reversible combination of a mirror and magnetic dry-erase board offers a personal touch with its customizable border.

Trim-A-Rim is the only fully customizable, repeatedly changeable and reversible mirror and magnetic white board combo ever produced. Trim-A-Rim allows the user, regardless of age and no matter whether they are an avid craft-lover or someone who has no interest in crafts at all, to change the look of their mirror or white board as frequently as they wish. Perhaps they want to celebrate a holiday or special occasion, to show their support for a particular school or sports team, to match their home or office decor, to display their cute pet or baby photos or whatever brings that person joy, or simply to show off their unique personal style.

Discussing Trim-A-Rim's appeal, Philip Fleet, President of Innoversa Corp. explained *"We all use mirrors and message boards nearly every day, and in multiple locations and situations -- school lockers, dorm rooms, the office, at home on our refrigerators and dressers... there's no longer any need to limit ourselves to the same standard models that everybody else has."*

"And when it comes to gift-giving," Fleet went on to say, *"this is one of the few genuine 'can't miss' gift choices, since the recipient can so easily pop in whichever design ring most appeals to them, or create their own if they wish."*

Moreover Fleet said, Innoversa went to great lengths to design, test and manufacture Trim-A-Rim to support the company's intention of the product becoming an enduring evergreen rather than a quick-hit novelty.

"Every aspect of the Trim-A-Rim line is carefully designed not only to deliver that initial WOW reaction but to continue delighting its users for years to come. From the heavy-duty clear rim to the wide variety of ways a user can create the design rings to go in that rim, to the impressive array of fine artists contributing their own special designs for Trim-A-Rim, we want to make sure this is a product that consumers of all ages love giving as a gift and enjoying for themselves."



Each Trim-A-Rim is sold with a dry-erase marker, magnets, design ring inserts and a tracing template for fashioning additional rings from scrapbook or gift wrap paper.

There are at least four different ways for users to make Trim-A-Rim their own:

- **With Pre-Designed Rings:** Choose from one of the pre-cut design rings included in the Trim-A-Rim package, download a fun design from the Trim-A-Rim website, or select a soon-to-be-available RingPack, featuring designs from highly regarded artists, including Jess Volinski, Eric Waugh, BK Taylor, Carla Schauer and Zenspirations™ by Joanne Fink. Available in assorted exciting patterns and unique prints, these ready-to-use design rings make customizing your Trim-A-Rim easy and fun.
- **Trace and Trim:** Choose your favorite gift wrap or scrapbook paper, then use the tracing template included with every Trim-A-Rim and Mini Trim-A-Rim package, and quickly create design ring inserts that exactly match your style preferences.



- **Design-Your-Own Using Blank Paper Rings:** Each Trim-A-Rim includes several blank rings for personal expression. Add your own personality with your favorite markers, crayons, stickers, glitter and more.
- **Design-Your-Own Insert Ring at TrimARim.com:** Create your own design using the Trim-A-Rim website. Upload your favorite photos and images, or simply use the many patterns, fonts and colors available within the online design tool. (This website customization functionality will launch in July 2013).



USER FEEDBACK:

To ensure that the product would satisfy or exceed consumer expectations, Trim-A-Rim preview packages were sent to testers of all ages around the US. In addition to gathering user feedback on potential enhancements and input regarding preferred ring designs, these Trim-A-Rim trials also brought in many glowing testimonial reviews.

Following are some of the comments about Trim-A-Rim which preview testers sent in:

From Donna S., Facility Manager of Curiosity Zone, LLC, Ashburn, VA:

"I just wanted to take a moment to drop you a note and let you know how much my kids and I love your Trim-a-Rim product. The fact that you can change out the border to match any décor is really awesome. Also, my one child loves art, and the fact that he can create his own rim really made him fall in love with this product. Also, since my kids don't have typical names, personalized items are hard to come by so having something that I could personalize for them was a huge bonus to me. I can definitely see myself personalizing them for gifts for friends as well. Thank you so much for coming up with such a wonderful idea. Keep up the good work!"

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from Elena F., Orlando, FL, University of Georgia student:

"I like how you can change the different rims -- the more effort you put into it, the more fun it will be. Cute idea. I want to change the rims for seasons and fun occasions."

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from Cathy Z., Reston, VA, mother/grandmother:

"Quality is great -- solid feel to the product - not flimsy. I think the product is very appealing. Great instructions!"

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from Sarah K., Atlanta, GA, University of Georgia student:

"I like the flexibility of it and the creativity. It's the ideal gift for girls any age between girls to younger women. So cute!"

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from Anonymous survey responder, Santa Ana, CA, 40's mother:

"We love the product -- so does my 10-1/2 year old daughter -- and the neighborhood girls all want one when they come out on the market! It's fun and very practical. It is neat and versatile. It is a great product. It is durable and practical. Many kids in our neighborhood loved it. It is a great gift also!"

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from Sonia W., Santa Rosa Beach, FL, mother of 2 pre-teen children:

"I like that it can work in children's rooms with different themes or even look nice in your living room. Also, a great craft activity. Everything is appealing -- you can spend a little time on it or a lot -- I love it! Love the ease of use. Great gift too! I would like to join a Trim-A-Rim party or class like they have scrapbooking parties."

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from Lindsey R., Roswell, GA, University of Georgia student/SDT sorority:

"I love that you can change the design. I also love the designs that were sent with the Trim-A-Rim. Very well labeled and easy to understand how it works. Showed my mom when I got it and she was so excited about it like me. She said they would be awesome graduation gifts."

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from Helen, Albany, GA, 40's Mom:

"I like the versatility of changing the rings. I think this would be a must have for college dorm rooms!"

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from Rene D., Northern VA, 40's female:

"The quality is high and the plastic is heavy-duty. It was very easy to change the rim pattern."

from Larry C., Summerville, SC, 50's father:

"Makes a great gift!"

from Michael S., President of Stewart Image professional photographers, Herndon, VA:

"Our family loves the Trim-A-Rim! I put our honey-do-list on it for my wife and that has changed our life! She has trouble doing things that fall outside of her routine and I was always nagging her. The whole problem was solved by a short list on the Trim-a-Rim. Also my boys take pride in making an inspirational and creative drawing or saying on it....EVERY DAY! My favorite is when they draw a stick man using the magnets and pen to make a skateboard, or the pen is a surfboard and the magnets are eyes of a shark about to eat the stick man on the surf board."

from Elana S., Tallahassee, FL, 20's Florida State University student:

"I like that you can change the paper to match seasons, holidays and personality. This is great! It is super fun and cool!"

from Taylor C., Marietta, GA, University of Georgia student:

"I like the fact that it can be either a white board or mirror, and you can choose a ring. I like how you can personalize the ring."

from Jane M., Lexington, KY, 70's mother/grandmother:

"The whole design is great -- love it. It's all very appealing."

from Erin H., Atlanta, GA, University of Georgia student/SDT sorority:

"Great for a dorm. Easy to assemble."

Trim-A-Rim is available in two sizes: full (10.25 in. wide) and mini (7.5 in. wide), which is ideal for lockers or smaller spaces. The product can be seen at Innoversa's booth at **Atlanta International Gift & Home Furnishings Market, Building 3 (Apparel Mart), Floor 5, Booth 2707.**

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