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# SHOW DAILY

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## CONTINUED INNOVATION AND PRODUCT PIONEERING IGNITES BUSINESS AT ANGEL SALES

For 15 years, Angel Sales has been manufacturing and marketing its own designs and patented products to the housewares and direct response industry. Owners Robert and Laura Engel started their company in 1994 to service the mail order catalog industry. Initially a manufacturer's rep firm, they quickly realized that the industry was driven by new and unique items. When they couldn't find enough hits in the marketplace, they set out to create their own products.

Here's a look at Angel Sales' impressive track record: Initially, Robert and Laura developed handheld electronic games, selling more than a half million units through non-traditional distribution channels, such as Avon, Sunday newspapers and mail order catalogs. More recently, the BraBABY®, a two-shelled plastic device to protect padded bras in the washing machine and dryer, catapulted the company into retail and garnered national media attention from the likes of

the *Wall Street Journal*, CBS News and television shows like Rachel Ray and The Today Show. BraBABY has sold millions of units through magazine offers and traditional retailers, such as Wal-Mart, Target and Kmart.

Angel Sales is recognized as a pioneer in emerging categories. In 2008 it was the first to introduce a hearing aid disguised as a cell phone earpiece. The product, called the Stealth SSA® Secret Sound Amplifier, quickly became a top seller for SkyMall, health care catalogs and dominated the credit card insert marketplace.

The Stealth SSA, an Angel Sales patented product, is just one of the examples of its drive for innovation. That creativity has not gone unnoticed. According to Robert, "In one way we are flattered

that a few suppliers are interested enough in what we do to emulate us. As a consequence we have had to be quite vigilant about our intellectual property."

2009 will be another banner year. Angel Sales has dozens of new products ready for the marketplace to help its retail partners stay profitable in these challenging times. As Robert says, "We've been burning the midnight oil to make sure that we continue to be the first and the fastest to the market with great new inventions. Stop by our booth and let us show you what we can do to help you grow your business."

Angel Sales Inc. is located in the North Building, booth N7935 at the 2009 International Home + Housewares Show.