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## **Lar-Cyn Presents Low Cost Solution for Promotional Displays**

*Small business owner designs flexible alternative to costly display stands*

**Richmond, IL – September 1, 2011** - Cindy Larsen, President & Designer for Midwestern based Lar-Cyn Design recently announced the unveiling of a new display product, the EASE-L™.

EASE-L™ is a sturdy, yet flexible corrugated easel display unit designed for individuals and businesses looking for a low cost solution to the high price of easel rentals or purchase.

The light weight, one piece units can hold up to 45lbs., are re-usable, and lay flat for easy storage. The system offers three size options: 28", 38" and 48" providing the perfect solution for art presentations, tradeshow displays, museum exhibits and event promotions.

"As an artist, I've always wanted to develop a flexible solution to display my work. Anyone who has struggled with flimsy easels will know that it's always a headache to transport and store those leggy easel contraptions. I can't tell you how many times I almost poked my eye out!" stated Lar-Cyn Design President, Cindy Larsen, creator of the EASE-L™.

Although perfect for consumer use, the EASE-L™' also offers custom designs and printing and has quickly become a favorite for clubs and special event's needing affordable, yet easy to ship promotional tools.

EASE-L™ is designed and distributed by Lar-Cyn Design & Co. a certified Woman Owned Small Business that is also certified as a Vendor for the Federal Government. For additional information on the company and the new EASE-L™, visit their website at [ease-l.com](http://ease-l.com) or contact David Kielpinski, CEO, at 815.575.6926.

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