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## **Entrepreneurial Spirit Creates Affordable Solution for Exhibits**

EASE-L™ Displays Combat Costly Display Rentals

**Richmond, IL – November 15, 2011** – Seasoned trade show exhibitors are no strangers to the high cost of tradeshow display rental materials. Renting even the smallest item can be expensive – particularly if you order “on the floor”. Midwestern based Lar-Cyn Design & Co. has successfully launched a sturdy new display solution to meet the needs of trade show exhibitors. The product name 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.

“There is no doubt about it, exhibitors have experienced significant budget cuts, but they still believe in the impact of trade show marketing.” stated David Kielpinski, Lar-Cyn Design & Co. CEO. “In fact, a recent tradeshow industry analysis produced by Skyline and Tradeshow Week highlights a 45% decrease in tradeshow budget cuts for companies exhibiting at these events.” Although originally created as a flexible display for artwork, the EASE-L™ quickly became a favorite for companies exhibiting in small to medium size trade show events.

The light weight, one piece units can hold up to 45lbs., are re-usable, and lay flat for easy storage. More importantly, shipping costs – a line item most often feared by trade show planners - are substantially reduced. The system offers three size options: 28”, 38” and 48” providing the perfect solution for table top displays, small business Expo’s and cramped in-line exhibits.

EASE-L™ is designed and distributed by Lar-Cyn Design & Co. a certified Woman Owned Small Business and certified 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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