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FOR IMMEDIATE RELEASE

KitchenHappy Announces Rebrand
New company name and broader product offering accommodates promotional products channel.

PONTIAC, Michigan (February 24, 2017) – KitchenHappy, maker of Snapi the-single-handed-server, is adding new products and changing their company name to Tangico.

“We’ve outgrown the kitchen but we’re still happy,” said Jennifer Garrison, Director of Operations. Garrison led a May 2016 move to Pontiac, Michigan. “We’ve invested in new equipment and streamlined our shop to meet the growing demand for our products.”

The name Tangico was chosen to reflect the company’s mission. “We design tangible products to guarantee repeat visibility for promotional buyers,” said co-owner, Sue Kinch.

Kinch launched a customizable wine stopper in March of 2014 and followed its lead to the promotional sales channel. The wine stopper was recognized for innovation by The International Housewares Association for making a utilitarian product gift-able. Buyers at the 2015 Las Vegas Souvenir Show were quick to vote the wine stopper Best New Product. The combination of awards led to a relationship with Promotional Products Association International (PPAI). Tangico now sells to independent gift and greeting card stores, souvenir shops, promotional product distributors and brides. “Lots of brides,” said Kinch, “personalized wine stoppers make great reception favors.”

Kinch took the KitchenHappy helm in mid-2013 determined to deliver customizable *Made in the USA* products offering low minimum order requirements, no set up fees, quick turnaround and a contagious sense of fun. In addition to its flagship product Snapi and wine stoppers, Tangico now offers wall-mounted bottle openers, key holders, coasters, cutting boards, Christmas ornaments and magnets.

“The guaranteed repeat visibility of company logos on our products appeals to promotional product buyers,” said Kinch. With a core value of continuous improvement, Tangico will launch channel specific websites and catalogs over the next ninety days to better serve multiple markets.

“Our customers include retail buyers, field reps, promotional distributors and end-consumers,” said Kinch. “Fortunately, they all want the same thing; for us to do what we say we are going to do,” said Kinch. “We do the same thing every day: Orders In-Orders Out-Have Fun!”

Jane Leukart of Barker Specialty Company is a fan, “I am a customer service geek. Sue and Jen have made being positive and fun a cornerstone of their business. They are competent and contagiously happy...and their products are great.”

New websites will launch mid-April 2017 at www.tangico.online. Until then, contact Tangico at Smiles@tangico.online or (248) 453-5177

ABOUT TANGICO formerly known as KitchenHappy
Tangico manufactures award-winning customizable gifts in Pontiac, Michigan supplying independent retailers, souvenir shops, promotional product distributors and brides.

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