



**UniKeep LLC**  
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## What the press is saying about UniKeep™



"One of the most innovative inventions of today—a stackable enclosed 3-ring binder! This revolutionary storage system is versatile and easily customizable for any use."  
*Cyndi Seidler, July 2002*



"Youngs has already started to sell the UniKeep, an accomplishment that has many binder inventors no doubt found to be tricky. The UniKeep is causing buzz among store buyers. "I've been in this business nine years, and this is about the third item I've seen that is uniquely new," said Dana Perry, a senior product manager with Staples. "That's pretty good."  
*Mike Pramik, June 23, 2002*



"The makers of the UniKeep Binders made so many claims about their durability that we just had to put them to the test. We had a former football player stand, stomp and jump on them and they only became a bit dented. We threw them down stairs, into walls, and against the floor without damaging the binders significantly. We wiggled the inside rings side to side, repeatedly, for ten minutes before breaking one."  
*Carrie T. Rivera, September/October 2002*



"The UniKeep is a patented one-piece 100% polypropylene binder that provides a unique product differentiation and utility for the U.S. document management market valued at \$1.87 billion dollars."  
*October 2002*



"David Coho, Univenture's director of marketing, sales and European operations, added that the company was pleased to have been chosen by Golding. "The European retail exposure offered by Golding will position UniKeep Binders and Safety Sleeves as the media packaging of choice in Europe."  
*April 2003*



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“Did you know that approximately 1.7 billion traditional ringed binders are made each year in the United States? Wouldn't it be fun to design a custom cover for one of those binders...think of the possibilities! Well, now you have a chance to do just that in the UniKeep Design Awards Competition. It's easy to customize UniKeep binders by placing artwork under the clear poly overlay.”

*Sharon Silvia, June 20, 2003*



UniKeep Awarded Modern Plastics: Excellence in Design

“The examples for outstanding designed featured here are targeted at a variety of markets. Though they meet different needs and have hugely diverse functions, each demonstrates how innovative thinking engineering know how, creativity, and the enlightened use of plastics can breathe life into any idea and change the a market's expectations of what a product is, does, and should be. We have selected the best examples of design from outstanding entries. These products are the latest word in design.”

*Patrick A. Toensmeier, October 2002*



“...In addition, UniKeep is easy to customize. It's designed with a transparent, non-stick overlay sealed with two sides that can be printed on directly for dynamic wraparound graphics. Or custom artwork may be inserted under the clear poly overlay, where it is kept crisp and clean without worries of print transferring to the plastic.”

*August 20, 2003*



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From the publisher of Crain's Cleveland Business

“The polypropylene, three-ring binder is the perfect solution for organizing paper and other relevant materials. It is also ideal for high impact corporate presentations, training materials or document storage. The View Case binder is available in .5”, 1” and 1.5” sizes and several colors.”

*October 2002*



**NUMISMATIST** “Dealers who display standard three-ring binders filled with pages of coins at shows can greatly benefit from this new product. Instead of an open binder, pages can be placed inside the secure UniKeep, making it much more difficult for coins to slide out of their pages unnoticed. This makes it ideal for numismatic pursuits, whether coins, medals, tokens, or paper money.”

*Don Bonser, February 2003*



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“Classic Binder goes high tech. UniKeep, with new technologies and a dedication to environmentally friendly materials, has reinvented the loose leaf binder with the UniKeep binder.”  
*May 2002*



“The all-plastic binders are billed as an environmentally friendly alternative to traditional vinyl clad binders with metal rings. Made of polypropylene, Unikeep one-piece case binders are completely recyclable and will not interact with other plastics, paper or films.”  
*Jeff Bell, December 30, 2002*



“A revolutionary new loose-leaf binder called the UniKeep was introduced in November 2001, and it has already made a huge impact in the school supply market. It is durable, stackable, lightweight, archival, cost effective, space efficient, versatile and very user friendly (it won't pinch your fingers). It will last longer, can often be reused, and is curbside recyclable when it is no longer needed.”  
*Steven Rothberg, September 2002*



” A revolutionary new loose- leaf binder called UniKeep™ was introduced in November 2001, and has already proven to be a disruptive product within the 150 year old three ring binder category. Despite its “new kid on the three-ring block” status, The UniKeep™ can already be purchased at Staples, Office depot and Office Max stores, through office supply catalogs, mass merchants, food and drug stores throughout the U.S. and Canada.”  
*September 2002*

**organizedtimes.com** “Every now and then, a product comes along to totally change your way of thinking, planning and organizing---and the UniKeep product line does just that! More than a binder, UniKeep products hold CD's, diskettes, and other items that ordinary binder pockets can't contain.”  
*Debbie Williams, July 2002*