



For Immediate Release

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Apara® Introduces New Packaging and Website

(Research Triangle Park, NC)– Apara®, a leading brand of women’s footcare accessories, announced the launch of their newly refreshed package design and consumer website. The updated package emphasizes product visibility and utility.

The new Apara packaging goes away from the original “purse” design, and instead uses a wafer seal to make products fully visible to consumers. “The new packaging maintains the same brand theme, but puts the products front and center,” said Kurt Wineman, VP Sales. “We wanted to showcase the tailored comfort in each Apara® product.”

In coordination with the package refresh, Apara debuted a new website (www.aparafootcare.com) on May 3, 2011. The new design incorporates Apara’s social media networks on Facebook, and refines the ease of access to all product information, including distribution across the US where they can be purchased. In addition, Apara is now available for consumers to purchase via aparafootcare.com, if products cannot be found locally.

For more information on Apara®, visit www.aparafootcare.com

About Implus

Headquartered in North Carolina’s Research Triangle Park, Implus has evolved to become an innovative leader in footcare and outdoor accessories. Implus’ brand family includes Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Little Hotties® and Highgear®. From insoles, socks, shoecare and apparel care to navigational tools and seasonal accessories, Implus proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit www.implus.com.

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