

Versapak Reports 1,000 Ballot Box Sales One Month After Launch

June 28, 2011



LONDON, UK (RPRN) 06/28/11 — Following its launch at the UK's largest electoral conference last month, Versapak has received more than 1,000 orders for its user-friendly foldable ballot box from 12 local authorities, including Sevenoaks, Bolsover, Pendle, Ashfield and Peterborough.

Designed to meet the demands of modern elections and overcome common problems with handling and storage, the ballot box has received positive feedback from local authorities, particularly for its unique top panel, which makes the insertion of voting slips easier than ever. This improved functionality has been achieved alongside the strictest possible security credentials, underpinned by a patented tamper-proof seal.

Julie Goddard, business manager of Versapak's public sector division, said: "Our robust ballot box is based on the results of detailed market research and has been designed to offer electoral professionals a new level of security, simplicity and ease of

use. The feedback we've received to date suggests we've certainly accomplished this with a product that was sorely needed."

The new ballot box, launched at the Association of Electoral Administrators' (AEA) Annual Conference in February, is the most advanced of its kind on the market yet a very competitive pricing structure has been drawn up to help local authorities take full advantage.

As the manufacturer, Versapak also offers flexibility on size, quantity and customisation, including appropriate branding, for example.

"The administration of elections is difficult and demanding enough without worrying about the reliability of a ballot box, so we wanted to eradicate those concerns with a fully reliable product and responsive customer service," said Julie. "Circumstances can change very quickly and if, for instance, a client needed an additional 400 boxes on top of their initial order, we can act on that immediately."

Versapak, established in 1973 and based in Kent, also offers electoral administrators a wide range of supplementary products including mailing pouches, trolleys and security sacks

The logo for Versapak International Limited, featuring the word "versapak" in a bold, green, lowercase sans-serif font, with "International Limited" in a smaller, black, uppercase sans-serif font below it.

Media Contact Name: Dean Spencer

Media E-mail: dean@grapevine-group.co.uk

Media Phone: 07973927339

Media Web Address: <http://www.grapevine-group.co.uk>

Company Contact Name: Julie Goddard

Company E-mail: info@versapak.co.uk

Company Phone: +44 (0)20 8333 5300

Company Web Address: <http://www.versapak.co.uk>

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