

Revolutionary New Storage Product Invented by Mother and Son Team

Initially developed as a travel product, Packbands unique design has hundreds of uses for work, home, baby and exercise.

LOS ANGELES, CA, UNITED STATES, February 14, 2018 /EINPresswire.com/ -- You could say, "Packbands were born in Hawaii." 15 months ago, Californians [Martha Spelman](#) and her son, Peter Evenson, traveled to Maui and Kauai. That trip, and some issues with packing, ignited an idea and a new product: Packbands.



A Packband is a strong, 100% silicone strap that solves many storage and organization problems not met by existing twist ties, tie-downs, elastic bands, clips, or hook & loop-style straps. Packbands are reusable, durable, washable and UV-resistant. Packbands are molded as one consistent piece and have no metal or moveable parts that could break, rust, scratch surfaces or snag fabric.

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The problem with rubber bands is that they break and wrinkle clothing. If you roll something larger, like a sweater or pair of jeans, a rubber band doesn't work. Packbands solve those problems.”

Martha Spelman

From previous travel experiences, Martha and Peter had learned to roll clothing to save luggage space. Each roll was then secured with a rubber band. “The problem with rubber bands,” says Martha, “is that they break and wrinkle clothing. If you roll something larger, like a sweater or pair of jeans, a rubber band doesn't work.” Packbands solve those problems: they stretch, are open-ended, adjustable and wider (to reduce wrinkling and increase strength). If the user requires a longer band, two or more Packbands can be joined together.

Martha Spelman is a small business branding and marketing consultant with several startups under her belt. Peter Evenson consults in the technology and transportation sector and is co-founder of group transportation app, [Swoop](#). Martha and Peter are using their combined entrepreneurial and marketing experience to launch Packbands.

More Information:

Packbands are stretchy, adjustable straps that secure rolled clothing for packing; organize cords, cables and hoses; attach items to a backpack, purse or stroller; contain fitness and outdoor equipment, and facilitate storage at home, office and workshop.

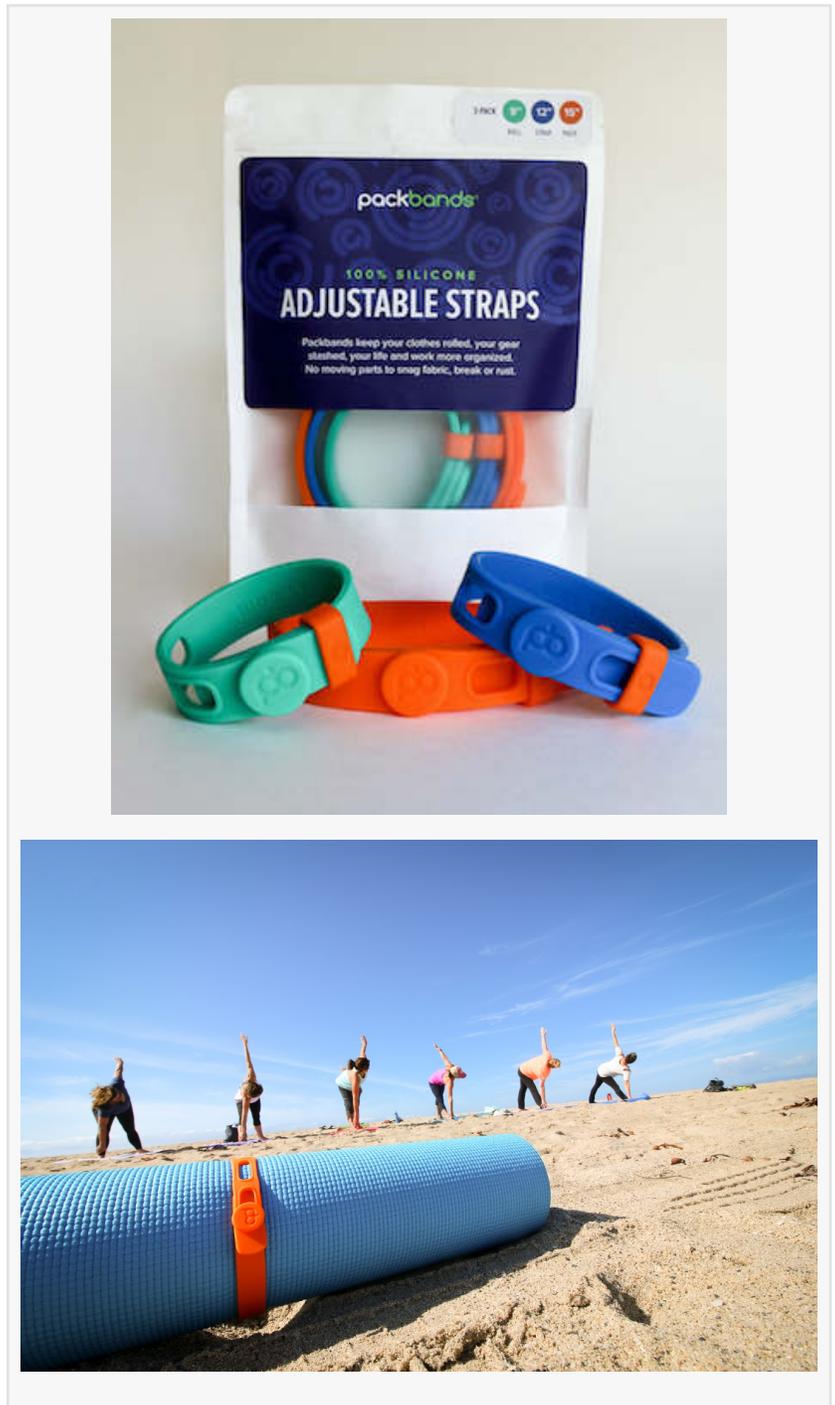
Packbands are currently available in three colors and sizes: green/9", blue/12", orange/15". They come packaged in a bundle that includes one of each size. Each Packband also includes a separate loop or keeper to hold the end, secure the Packband to a cord or to join two Packbands.

Packbands can also be customized with the logo, name and colors of a company, team or organization.

For more information, to receive a hi-res version of the logo or images or to schedule an interview, please contact: Martha Spelman, martha@packbands.com or visit: www.packbands.com.

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