



## **Tangle Teezer at British Centre of Excellence – Interplas, NEC – 27-29 September 2011**

Data Plastics have been approached by the British Plastics Federation (BPF), from amongst some 700 other plastics manufacturers, to choose a sample of manufacturing products for display at the forthcoming Interplas show at the NEC in September. Data Plastics has chosen from its range the innovative and highly successful detangling hairbrush, Tangle Teezer.

Originally pitched on Dragons' Den, inventor Shaun Pulfrey was turned down for investment with it being classed as a 'hair brained idea'. Revolutionary in its design, and convinced it would be a success, Shaun self-funded Tangle Teezer by re-mortgaging his flat, and ironically is now seen as the investment 'that got away' by the Dragons'. Giving a revolutionary solution to detangling hair – thanks to teeth that flex over tangles, rather than pulling, Tangle Teezer has fast become a must-have for professional stylists, the public and beauty editors' alike. Children love it too. The Magic Flowerpot is totally unique in its design and enjoyed a promotional tie-in with Disney's Tangled this year. Tangle Teezer has seen massive growth in the last year, where sales remain strong. Retailers such as Boots, QVC as well as leading hair salons sell the brand. Available in funky colourways, there are three products: Original, Compact Styler and the Magic Flowerpot.

The Tangle Teezer product will take centre stage on the British Centre of Excellence, an exhibition of the nation's finest examples of manufacturing in plastics during the Interplas Exhibition, NEC, Birmingham.

When told that Tangle Teezer had been selected, Shaun Pulfrey, Tangle Teezer's CEO, commented "This is excellent news – Tangle Teezer has become one of the most instantly recognizable products of 2011 – this acknowledgement by the manufacturing industry comes after years of design innovation and continued product refinement. I am pleased the product has been so well received."

Carl Reeve, Data Plastics Managing Director said "High quality standards and consistency of manufacture are key to supplying products of this calibre. The Tangle Teezer product range set us many challenges, and continues to do so, but Data Plastics is always ready to rise to a challenge and provide our customers with outstanding quality, service and above all, superior product."