

PRESS RELEASE

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Mars Helps Save Planet Earth

With the arrival of the new HAITIAN Mars 160 tonne injection moulding machine, Data Plastics will have a state of the art injection moulding machine that has the lowest carbon footprint of any other machine on the market. The Mars 160 offers between 20% and 80% less energy consumption compared with other conventional hydraulic machines. Not only that, but it will be solely dedicated to the production of Shaun Pulfrey's innovative hair brush the Tangle Teezer.



Tangle Teezers designer, Shaun Pulfrey, said of the event, "This is an exciting time for the Tangle Teezer brand – we are always looking at ways we can make improvements to the design of our brand and we are pleased that Data Plastics is investing in this type of energy efficient machinery – it reflects well on the brand that not only do we have a

good design, but the manufacturing process used to produce it is one that has a lower carbon footprint".

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 remortgaging 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 last 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 four products: Original, Compact Styler, Magic Flowerpot and now the new Elite.

Data Plastics Managing Director, Carl Reeve, said, "Going forward, we will have a state-of-the-art injection moulding machine that will give us increased production for the Tangle Teezer brand, but will also offer us substantial savings to run and help lower our carbon footprint – this is the type of manufacturing we should all be working towards".

(Words: 370)

Data Plastics Limited

Avenue Three, Station Lane
Witney, Oxfordshire
OX28 4BP UK

T +44 (0) 1993 700777

F +44 (0) 1993 700555

W www.dataplastics.co.uk

E sales@dataplastics.co.uk



Co. Registration No 2515050