



## **Drink Links LLC and Salazar Packaging, Inc. Form Alliance for National Sales and Distribution of New Consumer Product**

*Two Chicago-area firms join forces to market a unique promotional product with important environmental and health benefits.*

Plainfield, IL ([PRWeb](#)) February 20, 2008 -- Salazar Packaging, Inc. ([www.salazarpackaging.com](http://www.salazarpackaging.com)) and Drink Links LLC ([www.drink-links.net](http://www.drink-links.net)) have announced an agreement to jointly produce and promote the new Drink Link™ product line. Drink Links, invented with patent pending by Drink Links LLC president, Christopher Marszalek, reduces waste and prevents the spread of germs by color coding plastic water bottles. The agreement makes Salazar Packaging responsible for marketing, packaging, and distribution of the product.

Drink Links are specially designed plastic rings which easily snap on to the neck of a plastic water for easy identification. The product line features an extremely low price point and is targeted to the promotional products and retail markets. The standard retail and promo package contains ten differently colored rings. For promotional purposes, Drink Links can be custom packaged, and labeled in small and large quantities with a company's branding and marketing messages.

Drink Links LLC founder and president, Christopher Marszalek said that Salazar Packaging was selected because of their expertise and experience in package design and marketing. "We have full confidence in Salazar Packaging and believe their creativity and talents compliment ours extremely well. This agreement will enable us to focus on our core competencies of design and manufacturing while they take the product to market."

Salazar Packaging president, Dennis Salazar agreed, saying, "We immediately liked Drink Links and thought it had tremendous potential. It is the right product for this time when conservation, waste reduction, and health are at the top of every consumer's mind. It also fits us extremely well because of our experience and our relationship with Automated Packaging Systems, the leader in high speed bagging systems for the packaging industry. We are confident the market will like the packaging we have created for this excellent, timely product."

"Companies with a desire to express their concern for environmental and health issues will find Drink Links the ideal promotional product," says Salazar Packaging's vice president, Lenora Salazar. "just as important, the product is quite unique, so it will be remembered by trade show attendees, conventioners, and customers. People have enough pens, tape measurers, and squeeze balls. Drink Links is something really different."

### About Drink Links LLC

Chris Marszalek invented Drink Links when he noticed how many half full bottles of water his family, including three children, threw out on an almost daily basis. Also bothered by the spreading of germs that was occurring, he decided to create a solution. Utilizing his extensive design and manufacturing experience, Chris quickly developed the idea into an inexpensive product that is easy for consumers to use and reuse.

### About Salazar Packaging, Inc.

Headquartered near Chicago, IL, Salazar Packaging is a Minority Business Enterprise (MBE) specializing in packaging design and development, sustainable packaging products and services as well as automation of high

volume packaging operations. Its product lines include industrial polyethylene, and polypropylene shrinkable and non-shrinkable films. They feature a full line of high-speed equipment to shrink, bag and seal industrial films of all kinds. Salazar Packaging represents leading industry manufacturers, including Bemis Clysar<sup>®</sup> shrink film, Autobag<sup>®</sup> automatic bagging systems and Rennco<sup>®</sup> vertical packaging equipment.

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