

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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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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