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Simply Re-Gift It™ LLC NYIGF Debuts of the Friendship Gift Bag™ - RE-USABLE, RE-GIFTABLE Gift Bags

Let the Journey Begin™ with WEB INTERACTIVE, patent-pending Friendship Gift Bag designs that promote life values and promise a gift-giving adventure.

Wantagh, NY – It's never easy adding an entirely new twist to the stationery industry. But that's just what Jennifer Paretta, founder and president of Simply Re-Gift It LLC, has done as she created a resounding industry buzz when her firm's eco-friendly, patent-pending Friendship Gift Bags were introduced at May's National Stationery Show.

With the recent company's name change from The Friendship Gift Bag Company to Simply Re-Gift It LLC Paretta wants to ensure the firm's moniker quickly and clearly explains the mission-driven concept behind the product.

"We decided that the name Simply Re-Gift It more clearly expresses our mission of creating go-green items that are Re-GIFTABLE and RE-USABLE. Plus, the new name will allow us to offer a broader selection of product categories in the future."

A former product development manager turned stay-at-home mom, Paretta created the simple, functional, go-green concept based on two of her son's favorite activities. "My son loves his web interactive plush toys," Paretta says. "To help him develop his creative side, I encourage him to make cards for his friends' birthdays. After watching him do these activities, I suddenly had an 'ah-hah' moment. Why not combine these two pastimes into one unique product?"

Simple Steps for Go-Green Gifting that's RE-USABLE and Re-GIFTABLE

Friendship Gift Bags are easy to use, encourage the growth of a greener society and offer tons of gift-giving fun. Paretta explains the concept: "Our patent-pending gift bags are web interactive products that integrate interactive media with traditional stationery products. They are designed to promote creativity and track the gift-giving journey with internet security and safety."

The adventure starts with the purchase of a Friendship Gift Bag. To create a one-of-a-kind work of art, begin by securely registering at www.SimpleReGiftIt.com using a unique registration number that only the bag owner and participating friends can access. Flip the bag and create a special picture or message for the first friend in the journey. Give that friend a present using the bag.

The first friend will then create his or her own unique picture or message for another friend, and reuse the bag. The third friend does the same. The fourth friend creates the last design and mails back the entire design portion (front side) of the bag to the location indicated on the website. Once each journey ends, the final personalized design will be available for all to view and can be used to create fun keepsake items that all friends can purchase.

Earth-friendly Gift Bags on a Mission

A heartfelt belief in the importance of a greener lifestyle and a focus on encouraging key life values played vital roles in the development of Paretta's mission for Simply Re-Gift It. "We promote environmentally-friendly concepts and behaviors to people of all ages, while instilling key life values like friendship, sharing, personal responsibility, creativity and respect." she adds.

Friendship Gift Bags Collection

To date, Simply Re-Gift It has introduced a five-piece collection of eye-catching, kid-friendly results of Paretta's creativity and commitment of Friendship Gift Bags. In the near future, Simply Re-Gift It will introduce gift bag styles for children and adults. Items will showcase wine, seasonal, wedding and family tree motifs, and will be available in a variety of sizes.

Simply Re-Gift It LLC will be exhibiting at New York's International Gift Fair from August 17-20, 2008, at the Metropolitan Pavilion, Booth #9807.

Contact www.SimpleReGiftIt.com or 888.RE-GIFT.3 for orders, customer service and additional information about Simply Re-Gift It.

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