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**FOR IMMEDIATE RELEASE**

**John Henry® Debuts Irresistible Packaging to Drive Impulse Purchasing**

***What Woman Can Resist a New Purse?***

Lansing, MI — John Henry® has tapped into the fashion appeal of a new purse with their latest carrier designed specifically for the floral market. The combination of tall handles that stand above flowers and foliage, water-resistant materials, and stylish designs make the purse a superior replacement for decorative gift bags.

The purse creates eye-catching retail displays and offers grab-and-go convenience for gift purchases. It holds a variety of flowering and foliage plants, floral arrangements, gift items, and herb pots. With coordinating John Henry® Vespa™ and Capri® Cards and versatile styling, the purse also offers an affordable alternative to gift bags for non-floral purchases throughout the year.

The purse carrier is available in an array of holiday and everyday themes as well as custom designs for special occasions or branding. Cheerful everyday styles are perfect for Mother's Day, spring occasions, or any day year-round.

Manufactured from sturdy kraft beverage board, the purse has a wet-strength coating that allows retailers to gently water plants right in the carrier (not to be used with sprinkler systems). The UPC code printed on the bottom of each purse allows for easy scanning at the register.

For more information, or to order, contact your John Henry® account manager or local wholesaler, or call the company toll-free direct at 866.448.8300.

**About John Henry®, a Multi Packaging Solutions Company**

John Henry® is a Multi Packaging Solutions company (MPS). MPS is a leader in print and packaging, offering an array of solutions for the horticultural, healthcare, media and value-added consumer markets. MPS has 12 production facilities throughout the United States. Founded by Marc Shore, the company has a seasoned management, sales and design team with vast experience in print and packaging. Unlike traditional packaging companies, MPS is unique in its depth of industry experience, breadth of technologies and range of resources. More information is available at [www.jhc.com](http://www.jhc.com) and [www.multipkg.com](http://www.multipkg.com).

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