

# Press Release

Approved Release  
June 1<sup>st</sup> 2009

## **Cramer Decker Industries and Zephyr Solutions partner to become a full service balloon inflator and accessory supplier to the Balloon Industry and Mass Retail Community.**

As a valued customer of balloon inflators and accessories, Cramer-Decker Industries is committed to providing you with quality products and excellent customer service. To that end, Cramer Decker is pleased to announce a partnership with Zephyr Solutions.

Zephyr Solutions is now the exclusive distributor of the Imperium line of products from Cramer-Decker Industries. This will give you a clear advantage of having industry expertise, quick delivery, and the quality of the Imperium product line.

Zephyr's product offerings include a wide variety of balloon inflation and safety equipment, cylinders, and accessories. Zephyr Solutions is focused on the balloon industry, and they have the ability to assist customers with products, merchandising, and sales assistance.

Kathi Leiden, President of Zephyr Solutions brings her marketing background and experience in compressed gas equipment to the equation, "One of the things I was most impressed with was the 2 year warranty on inflators. I don't know of any other company that offers that. We like Cramer Decker's willingness to stand behind their products and their desire for continuous improvement".

Kathi serves as the chairperson for the IBA (International Balloon Association) Marketing Committee and is a contributing free lance writer for industry publications including Party & Paper Magazine. Zephyr Solutions sells within the United States and internationally and their website [askzephyr.com](http://askzephyr.com) is readable in both Spanish & English. .

Cramer Decker has shifted account responsibility for customers of their Imperium helium division to Zephyr Solutions. "Our goal is to create long term relationships with all of our customers both old and new and we will go out of our way to help them find the best products and solutions for their businesses. We are pleased to be the Master distributor for Cramer Decker's Imperium brand and know this partnership will allow us to provide top quality products, great service and the most competitive pricing for inflators and safety equipment in the industry." Mark Leiden, Director of Logistics and Distribution. Zephyr Solutions will stay connected with customers and keep them apprised of new products and promotions through monthly e-blast notifications. They can be reached at 877-ASK-ZEPHYR, 440-409-6374 or [orders@askzephyr.com](mailto:orders@askzephyr.com).

