

This Holiday, Buy Gifts That Keep On Giving

(NAPSA)—The holidays are fast approaching and soon it'll be time to search for gift ideas. When trying to get the most value for your holiday dollar, look at a product's durability, not just its cost. Items that last are the ones that provide the best value.



A holiday photo lasts a lifetime, and so do many powder coated products you can give as gifts.

To find long-lasting gifts, look for items that are powder coated. This finish is both durable and versatile, protecting products with no limits on size, quality, usage or technology. Powder coating can increase the life of your product and keep maintenance at a minimum.

Powder coating is a resin-based powder that is applied by manufacturers in an environmentally friendly process to many products such as laptops, vacuum cleaners and even fishing lures. This translates into consumer savings and longer product life.

If you've recently purchased a lawnmower, ski poles, or even outdoor furniture, you know what it's like to have dependable powder coated products. For more information, view the Consumer Buying Guide at The Powder Coating Institute's Web site: www.powdercoating.org.