

# NEW Line of Pushbutton Pill Cases Launched by Variant Products

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ROCHESTER, N.Y., Dec. 8 /PRNewswire/ -- Variant Products, Ltd. is launching its latest new pill case designs to retailers across America and Canada. An innovative pushbutton technology was invented in-house to address ease-of-use concerns. The new look is decidedly upscale and has already been recognized by the 2008 Best of Rochester Award in the Industrial Designers category by the U.S. Local Business Association.

The VitaCarry(R) and VitaBuddy(R) brands have been building momentum among retailers and consumers alike. As wellness-minded consumers find themselves managing multiple pills and tablets as part of their daily routine, Variant has been focused on finding solutions for storage, transporting, organizing, dosing, cutting and crushing.

The new pushbutton series will initially be available in compact, patent-pending 7-Day, AM/PM and 14-Day configurations. Food-grade plastics, stainless steel components and a 90-day warranty accompany each item. In 2009, Variant plans to launch a similar series, each with a larger capacity.

VitaCarry brand items are sold in every Wal-Mart supercenter and the NEW Pushbutton 7-Day will launch to more than 7,000 Walgreens stores in early January.

Variant's rich pipeline includes numerous innovations slated for '09 and '10 launch dates. The aging baby boomer population has created a swell in demand for products in the Wellness category and Variant's efforts are intended to keep their products at the forefront of that movement.

Photos:

<http://www.ereleases.com/pr/2008-Variant.jpg>

<http://www.ereleases.com/pr/2008-Variant2.jpg>

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