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Scovill Fasteners, Inc.

Press Release

Scovill Introduces New *RAD*[™] Button Covers

Clarksville, GA, February 08, 2010: Scovill Fasteners, Inc. announced today the introduction of a new product, *RAD*[™] Button Covers. Manufactured to very tight tolerances from injection molded stainless steel, Scovill *RAD*[™] Button Covers easily slip over existing tack buttons changing the entire style and statement of a garment. The covers are pre-packed with one 27/ button and four 22/ button covers as standard, and consumers can choose from stock styles and chic logos that express today's cultural trends. Specific custom logos can also be developed for Scovill customers to enhance the fashion and style of their branded jeans. All logos are produced using a pad printing process with up to six colors used in a logo design.

These new, cutting edge covers, offer consumers the ability to show their respective personalities, cultural choices, and fashion style by choosing exciting covers for the 22/ and 27/ buttons that trim their jeans. The plain and staid buttons can now be fashion statements in dramatic personalized designs that show the wearer to be a true fancier of fashion and modern culture.

For more information on the new *RAD*[™] Button Covers contact Scovill toll free at 1-888-726-8455 or by e-mail at info@scovill.com. Or in Asia call Scovill Fasteners (HK) Ltd. at 852 (3658) 7700, e-mail bmoore@scovill.com.

Scovill Fasteners, Inc., founded in 1802, is a manufacturer of a variety of closure products for apparel and industrial applications.

For Immediate Release



Individual Style and Culture Reflect in **RAD** Button Cover Choices

Scovill **RAD**™ Button Covers.....All About Individual Style and Culture

“The Chili Meter Collection”



A Bit of Whimsy



Jeans as an article of clothing have evolved over the years from strictly utilitarian work wear, to the latest craze with today’s fashionistas. During this Darwinian like period denim weights have changed, denim wash treatments have come and gone, and hardware has run through many different cycles in finish and style choices, all to keep jeans modern and in demand. Throughout the many market changes one common component on virtually every pair of jeans, the simple tack button, fixed on the waist band and often on the fly front, has very quietly been buttoned in its place but the times they are a changing, and the ubiquitous button is set to explode and take on a style and personality of its own!

This burgeoning explosion of style, fashion, and personality is all thanks to Scovill® **RAD**™ Button Covers. These new, cutting edge covers, offer consumers the ability to show their respective personalities, cultural choices, and fashion style by choosing exciting covers for the 22/ and 27/ buttons that trim their jeans. The plain and staid buttons can now be fashion statements in dramatic personalized designs that show the wearer to be a true fancier of fashion and modern culture.

Manufactured to very tight tolerances from injection molded stainless steel, Scovill **RAD**™ Button Covers easily slip over existing tack buttons changing the entire style and statement of the garment. The covers are pre-packed with one 27/ button and four 22/ button covers as standard, and consumers can choose from stock styles and chic logos that express today’s cultural trends. Specific custom logos can also be developed for Scovill customers to enhance the fashion and style of their branded jeans. All logos are produced using a pad printing process with up to six colors used in a logo design.

To find out more about Scovill’s **RAD**™ Button Covers and how to design a style for your customers contact Scovill at 1-888-726-8455, e-mail info@scovill.com or Scovill Fasteners (HK) Ltd. at 852 (3658) 7700, e-mail bmoore@scovill.com.

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