



# NEWS

Contact: Joe Tosolt (610-253-9554, JTosolt@LCDarms.com)

**For Immediate Release**

## **ANNOUNCING INNOVATIVE SOUTH AMERICA**

### **Innovative forms Brazil-based Subsidiary**

**Easton, PA—Nov. 23, 2011**—Innovative Office Products, Inc. ([www.lcdarms.com](http://www.lcdarms.com)), the creator of award-winning ergonomic mounting solutions such as the EVO® LCD Arm, is pleased to announce the formation of wholly-owned subsidiary Innovative South America Ltda ([www.lcdarms.com.br](http://www.lcdarms.com.br)).

Based in Brazil, Innovative South America will promote and distribute Innovative's products throughout South America. Headed by Managing Director Eduardo Lorenzetti, Innovative South America makes Innovative's world-class mounting solutions available to the southern hemisphere.

"We are pleased to expand our distribution to the growing South American continent," said Bud Oddsen, president of Innovative Office Products. "We expect great things of our new operation - our products serve a universal need for space-saving ergonomics."

Innovative South America joins Copenhagen-based Innovative Europe ApS in the Innovative corporate family.

#### **About Innovative Office Products, Inc.**

Innovative Office Products, Inc. is an Easton, Pa., manufacturer that designs and builds an industry-leading product line of mounting solutions for computer monitors, laptops and keyboards. Founded in 1986, the company produces innovative products and custom-designed solutions that serve the needs of such prominent customers as the New York Stock Exchange, IBM, Lockheed Martin and NASA. The company's EVO® LCD Arm is a recipient of 2011 Best of Neocon and Product Innovations awards.

#### **About Innovative South America Ltda.**

Innovative South America, based in Florianopolis, Brazil, distributes and promotes Innovative's mounting solutions throughout the South American continent.

**Demonstration arms, photos and interviews available.**

-END-