



FOR IMMEDIATE RELEASE:

## RETAIL TREND ALERT – CUSTOMIZED HANGERS

*Perfection Chain offers unique branding opportunity with custom wire hangers*

(Cullman, Alabama – October 30, 2017) There's one fixture that is a staple at every retail clothing shop, from high-end fashion boutiques to sophisticated flagship stores, and that's hangers. As retail chains diversify and look to create memorable shopping environments, they are searching for new ways to reinforce their brand message and get their name out to customers in sophisticated and unexpected ways. While hangers can be made from all types of materials, Perfection Chain has introduced a new line of custom wire hangers that can be sculpted into a design that will catch a shopper's eye, drive brand recognition and help create a fabulous shopping experience.

A custom hanger from Perfection Chain is not your traditional hanger – it's functional art. These heavy-duty hangers are designed to reflect and enhance a store's style. They attract a customer's attention and can be an important part of a store's overall décor and design vision. From hooks and clips to bent or formed wires, the design possibilities are nearly endless. Create a funky shape that reflects an urban motif or a clean and sleek contemporary design for an upscale look – the options are limited only by the imagination.

Perfection Chain is a leading retail supply store with state-of-the-art technology and a deep dedication to customer satisfaction. From straightforward shapes to complex configurations, they can create sturdy yet stylish hangers in a variety of beautiful finishes, including bright galvanized steel. They are able to work with both high and low volume orders, and their trained staff can help customers determine the best design for their needs and handle the shipping in a time and cost-effective manner.

For more information or to request a quote, visit [www.perfectionchain.com](http://www.perfectionchain.com)

### ABOUT PERFECTION CHAIN

As the largest domestic weldless chain manufacture, Perfection Chain offers an extensive product inventory including weldless chain, welded chain, decorative chain and chain accessories. These chains can be used in endless applications, from practical uses like hanging clothing or shelves to more decorative outlets such as creating an ornamental curtain or backdrop. They have been in the metal manufacturing industry for over 165 years and currently operate from their headquarters in Cullman, Alabama. As members of the National Association of Chain Manufacturers, Perfection Chain manufactures according to industry standards in compliance with applicable ASTM, UL, CSA and federal specifications.



### PERFECTION CHAIN CONTACT:

256-734-6538  
[info@perfectionchain.com](mailto:info@perfectionchain.com)

### PR CONTACT:

Linda Jennings  
 Jennings & Company  
 941-351-1005  
[Linda@jenningsandcompany.com](mailto:Linda@jenningsandcompany.com)