

FOR IMMEDIATE RELEASE

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Lang Holdings, Inc.
514 Wells Street
Delafield, WI 53018

LANG'S REDESIGNED MUGS SEE INDUSTRY SUCCESS *New formats include Bistro Mugs, Latte Mugs, Stackable Mugs*

Delafield, WI – Lang Holdings, the owner and distributor of LANG®, Avalanche® and Turner Licensing™ brand calendars, stationery and gift products, reported today that their redesigned mugs have been received positively in the industry. LANG launched their new mug line last year featuring an oversized handle and tapered body, on-trend with coffeehouse styles.

Laurie Gilner, Lang President and CEO, said, “LANG mugs have consistently been ranked as the best, gift packaged mug line within the industry since we first started producing them in 1995. As a brand, we felt it was time to freshen up the line with a new look and new artwork.” LANG also launched new mug designs last year including their Latte Mugs, which replaced LANG’s Travel Mugs, and Bistro Mug Sets. LANG’s new Stackable Mugs feature four mugs in a rope-handled gift box, consistent with LANG’s other premium, gift packaged products.

When asked about future plans for LANG mugs, Gilner commented, “Mugs are a staple to our assortment. We intend to continue to develop new silhouettes, new packaging, and even expand our assortment with new artists later this year.”

Images available upon request.

Background Information

With headquarters in Delafield, WI, Lang Holdings produces and distributes three well known calendar, stationery and specialty gift lines, marketed under the LANG®, Avalanche® and Turner Licensing™ brands.

Specifically, the LANG® line offers beautifully illustrated calendars, holiday cards, ceramic mugs, puzzles, journals and planners, recipe albums and other memorable gifts. Another premier brand, the Avalanche® name is synonymous with trendsetting designs, specializing in organizational products, stationery and unique calendar formats, including the top-selling Plan-it® and Note Nook® lines. Turner Licensing™ is an industry leader in sports licensed calendars, stationery and back-to-school products, featuring 200+ major league and collegiate teams.

Contact Information

For more information about all of the Lang Holdings brands, contact Janea Rowe, Marketing Coordinator, at 262.646.7676, or jrowe@lang.com.