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PLATINUM PR WELCOMES MARIN'S TO SOUTHERN AFRICA

Wednesday, December 17, 2008

Broad based public relations company Platinum Public Relations was recently appointed as the agency of choice to launch Marin's Southern Africa. Marin's, the largest Point of Sale Company in the world has finally conquered the globe with Southern Africa serving as the last country to welcome this revolutionary innovation.

This multi-million dollar company has undeniably positioned South Africa in a positive light, proving that the deterring economic upheaval has not indefinitely hindered foreign investments.

Nevasha Naidoo, Director of Platinum Public Relations stated, "Our alliance with an internationally acclaimed corporation such as Marin's is testimony to Platinum Public Relations' high offering of quality service that exceeds the expectations of other public relations professionals.

We launched Marin's successfully and positioned them in a favourable light in Southern Africa. The doors have been opened to numerous business propositions ever since."

Says President of Marin's Southern Africa, Derek Smit, "Never has Southern Africa seen such a spectacular innovation. Marin's is not only allowing for companies to see advertising in a new light, but also for South Africa to embark on an exchange of prime creative, innovative and business ideas".

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Marin's was founded as an advertising agency in Paris, France, more than 20 years ago. François L'hotel created the revolutionary, "Lama" which is a cardboard display system that opens automatically into position. It is this creation which has made Marin's the largest POS company in the world. It now carries a **worldwide patent**.

Marin's has an international trade-base of over 750 clients including brands such as Nutella, Kellogg's, Heineken, L'Oreal, Colgate, Samsung, Amstel and Axe - to name a few. Platinum Public Relations continues to launch such groundbreaking activity in their domain.

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Issued by: Platinum Public Relations

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