



PRODUCT VENTURES

NEWS RELEASE

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Edmund Farmer
Director of Design

PRODUCT VENTURES WELCOMES NEW TALENT

Edmund Farmer, Director of Design Joins Fairfield Headquarters

Fairfield, CT (January 5, 2007) – Product Ventures Ltd., a global leader in structural package design and strategic invention, welcomes Edmund Farmer, Director of Design, to its Fairfield, CT headquarters.

As Director of Design, Edmund leads cross-functional teams to create and develop innovative design solutions. “He is a ‘big-picture’ strategic thinker who understands the business of design, and applies his knowledge of manufacturing, marketing, distribution, and sales to the design projects he oversees,” said Peter Clarke, Founder and CEO.

Edmund has a unique understanding of client’s needs. Prior to joining Product Ventures, Edmund worked on worldwide initiatives for such firms as Fitch and IDEO. He also served as Director of Product Development for Verilux, Inc., where he was the head of design and development, and daily liaised with Asia to oversee all facets of manufacturing. He attended Art Center College of Design in Pasadena, and holds a BFA with honors from Kendall College of Art and Design.

Product Ventures, Ltd. is the world’s most effective resource for structural packaging innovation; a resource that understands production challenges and can reveal and deliver against consumer insights. Through market insights, manufacturing insights, industrial design, and engineering, they deliver inventions that create competitive advantage and improve the consumer experience.

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