

## Move Over Crocs: Now Sneakers Can Be Decorated With Jibbitz Charms, Too

*New Flibbers shoelace charm clips allow everyone to attach Jibbitz and other rubber shoe charms to the shoelaces on their lace-up shoes.*

Ann Arbor, MI (PRWEB) June 11, 2008 - With the launch of Flibbers, tennis shoe and sneaker owners can now enjoy decorating their shoes with colorful rubber clog charms made by such companies as Jibbitz, Skechers Cali Gear, Justice, and Limited, Too.

Flibbers are clear plastic clips designed to easily slide onto shoelaces or Golaces (the new shoelace replacements) so that these popular clog charms can be used to decorate laces, too. As a result of the Flibbers' clever design, the clog charms can be securely snapped into the Flibber, and are easy to change without having to re-lace the shoes once the Flibbers are in place.

Fans of Crocs, the hugely popular casual rubber shoes, know all about the original Jibbitz shoe charms. These charms, which fit in the ventilation holes of the Crocs shoes, were invented in 2005 by a Boulder, Colorado mother named Sheri Schmelzer and were an instant sensation. In February 2007, Jibbitz and Schmelzer were featured on *The Oprah Winfrey Show*.

For the first time, tennis shoes can be decorated with the wonderful variety of colorful Jibbitz and other rubber clog charms available, just like Crocs, said Jennifer Mazur, co-creator of the Flibber. When we were testing our prototypes, my business partner, Terri Murray, and I were amazed at how many people stopped our kids to ask how the Jibbitz were staying on their tennis shoes. The idea has been a hit from the beginning.

Long-time friends, Mazur and Murray frequently discussed the idea of going into business for themselves. At play dates and over family dinners, they'd dream up product ideas and business plans. When Murray brought up the idea for what would eventually become the Flibber, they decided to finally go for it. They hand made their first prototypes in Mazur's kitchen using plastic granules, the microwave, and assorted jewelers tools. Shortly thereafter, they employed the services of a plastics engineering company, PTI Engineered Plastics, based in Michigan, to assist them in developing what would become their innovative final product: the Flibber.

It was very important to Murray, whose husband is in the United States Marine Corps and an Iraq war veteran, to manufacture the Flibbers in the United States. And with both the Murray and Mazur families living in Southeastern Michigan, in an area whose manufacturing-based economy has suffered in recent years, it was also important to try to find a manufacturer based in Michigan. Fortunately, PTI Engineered Plastics was able to accommodate the manufacturing of the Flibbers at their Clinton Township facility.

The unusual name, *Flibber*, was derived from the origins of the Jibbitz product name. In interviews, Ms. Schmelzer disclosed that her husband often referred to her as a *Flibbertigibbet*, so they thought Jibbitz would be a cute derivation of that name. Following that same line of thinking, Murray and Mazur would like to encourage people to Flibber their Jibbitz and have trademarked the tagline *Charm your laces!*

Flibbers are sold in packages of three at a retail price of \$5.99. Flibbers are currently sold only through <http://www.flibbers.com> but there are plans to expand to retail stores later this summer.

For additional information about Flibbers, the revolutionary shoelace charm clips that allow Jibbitz and other rubber clog charms to be attached to shoelaces, please contact Terri Murray or visit <http://www.flibbers.com>. Flibbers and *Charm your Laces* are trademarks of Maisy and Mary, LLC. The Flibber is patents pending. Crocs, Jibbitz, Golaces, Skechers Cali Gear, and Justice are trademarks of their respective owners, and are not affiliated with Maisy and Mary, LLC. *The Oprah Winfrey Show* is the property of Harpo, Inc, and has not endorsed Maisy and Mary, LLC.

About Maisy and Mary, LLC:

Maisy and Mary, LLC is a Canton, Michigan product development and marketing company co-owned by Terri Murray and Jennifer Mazur. Maisy and Mary, LLC is the proud developer of the Flibber, the revolutionary shoelace charm clip, and would like to invite you to stay tuned for further developments!

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