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### YOU'LL FLIP OVER SAN DIEGO MOM'S CONTAINER LIDS

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Sometimes, the answer is so simple, you can hardly stand it.

Anyone who has ever juggled with a set of plastic food storage containers knows the problem. Where's the lid for this one? Where's the big bowl? Didn't we used to have a bunch of these little ones? Jeez, don't we have lids for any of them?

Keeping a group of containers and their lids together is a logistical nightmare, even in the most organized kitchens. Enter, **Snap-Saver**, a new line of plastic containers that - now get this - **snaps** together. That's right. The lids **snap** together. The bowls fit into each other and the lids **snap** together with the bottom of the bowls. A whole set becomes a one-piece storage breeze. The idea is so simple, in fact, **Snap-Saver** couldn't help but be a big hit. The product was introduced this year in Chicago at the International Home & Housewares show, where it was dubbed the "no-brainer" container.

The line was invented by San Diego mom Kate Adams, who will personally introduce the line from 9 a.m. to 4 p.m. today at Boscov's department store at the Shore Mall in Egg Harbor Township. It's the first time the product (which until now has been sold directly through TV) will be available through a store. **Snap-Saver** representatives will also introduce the line at other New Jersey Boscov's, including Vineland and Toms River.

For Adams, inspiration for the line came easy.

"I have three sons," Adams says in a press release. "So preparing and storing food has been a 24/7 operation at our home. One frustrating day when I was sitting on the kitchen floor sorting through piles of plastic containers searching for lids, it hit me - someone had to dream up a solution to this problem, and it might as well be me."

What wasn't so easy was getting her idea on the market, which took eight years. The **Snap-Savers**, however, are here now and are currently available in five sizes, ranging from a 10-ounce round bowl perfect for an individual serving up to a 1.5-gallon tub. Prices range from \$4 to \$20 for individual pieces and sets run from about \$15 for an eight-piece set to about \$100 for a 42-piece set.

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**Illustration:** **Snap-Saver** containers were invented by Kate Adams, who will be at Boscov's at the Shore Mall today. Business Wire color photo

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