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**Eye-catching GapShield display ready for retail launch**

Innovative *ecoological* introduces GapShield for retailers and installers

NEWCASTLE, CA – GapShield, the easy answer for anyone who has hauled loose materials like mulch, gravel, sand or grain in the back of a pickup truck, is now available for retail sales, according to *ecoological*, the innovative product solution company. Previously available for online sales only, GapShield eliminates the hassle, material loss and extra mess of loose matter falling through or getting stuck in the open space between the truck bed and tailgate. The easy-to-install GapShield solves this problem, saving time, material and damage to trucks.

Now sporting eye-catching and informative point-of-purchase displays, the GapShield is ready for retail sales with new packaging that requires minimal space and features colorful, attention-grabbing graphics to quickly convey the purpose and value of the GapShield. A counter top display, designed to hold up to eight GapShield boxes, showcases the GapShield’s effectiveness with a physical sample that customers can see and touch.

GapShield will fit any pickup truck and works with both drop-in and spray-on truck-bed liners, simplifying inventory management with only one sku. GapShield is an excellent addition to the services provided by bed-liner installers, whose products do not typically protect the gap between the truck bed and tailgate. Retailers and installers wishing to add the GapShield to their product and service line up are encouraged to contact *ecoological*: Phone #: 866-300-9606, or 916-663-9198, or e-mail: customerservice@*ecoological*.com

Visit us at SEMA 2013 in the Trucks, SUVs, and Off-road section, **booth #37063**, located in the upper south hall.

To access additional high-resolution images of the GapShield, please visit:
[http://www.*ecoological*.com/gapshield-2013-sema-press.html](http://www.ecoological.com/gapshield-2013-sema-press.html)

GapShield product samples are available for the media by request.

About *ecoological*:

Based in Newcastle, Calif., *ecoological* thrives on bringing innovative product solutions to our customers that enhance their vehicles and eliminate common automotive problems. All *ecoological* products are proudly manufactured in the USA with emphasis on environmentally friendly materials, processes and designs. To learn more about *ecoological* and our products, please visit: <http://www.ecoological.com>.