

**For Immediate Release:**



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## **Throw one of these puzzles in your knapsack**

**Kintnersville, Pennsylvania – July 26, 2007** – Rocking Chair Studio’s Puzzle Works introduced KnapZak™ Pocket-sized puzzle tins at the Atlanta Gift Show, July 13<sup>th</sup>, 2007, proving to be the perfect stocking stuffer for kids this Christmas. KnapZak™ puzzles combine a 5” by 7 “ jigsaw puzzle with a Can You Find? hidden object game to solve after assembling the puzzle. Knapzak™ Puzzles come in a tin small enough to carry along in a child’s pocket or knapsack.

The KnapZak™ brand, named after the Pennsylvania Dutch word ‘*knapzak*’, meaning Knapsack, captures the wholesome, hard-working heritage of Rocking Chair Studio founders, Frank and Melinda Fabian and the small pocket-size nature of the puzzle tins. Each jigsaw puzzle contains 26 or 27 pieces including three specially shaped pieces such as a car, turtle, or train. Rocking Chair Studio’s Can You Find? games, recognized by Dr. Toy and Creative Child Magazine as beneficial products to the mental and physical development of children, accent the puzzle-in-a-puzzle feature designed to stimulate the minds of children ages 5 to 12.

“Learning to solve puzzles helps kids to develop the skills they need to solve problems later in life,” says executive director, Frank Fabian. “It’s such an important skill to learn.”

KnapZak puzzle tins start shipping August 1<sup>st</sup>, 2007 and come in 65 different designs including Christmas, Halloween, Valentine’s Day and get well. A convenient shipping carton contains 24 tins and opens up to become a compact counter display standing 7 inches high including the fold-up header. Individual shrink-wrapping protects the tins and keeps the puzzle pieces inside. The \$4.99 suggested retail price makes this a great bargain for Christmas stocking stuffers, birthday presents or as a fun reward.

The Puzzle Works, only 6 months old, continues to explode with new jigsaw puzzle products. Rocking Chair Studio manufactures each puzzle in the United States using recycled materials wherever possible. The company strives to minimize waste through planning and processes that are friendly to the environment including recycling and the use of soy-based inks. Non-toxic materials are used in all products.

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Attached Image: The attached image shows the three different 24-tin displays. The straw colored display works for any time of the year. The red and green display box is great for Christmas and the orange and black display box is for Halloween. Overall dimensions of the display are 10 inches wide, 4 ¾ inches deep and 7 inches high to the top of the header.

For more information, visit [www.rockingchairstudio.com](http://www.rockingchairstudio.com) or call toll-free 1-866-440-0007

About Rocking Chair Studio:

Rocking Chair Studio, based in Kintnersville, PA, provides fun, wholesome products for the social expressions and gift industries. The company features the watercolor illustrations of Melinda Fabian. Melinda illustrated children's activity pages in books and magazines for over 22 years before combining that with her love of greeting cards.