



PRESS RELEASE

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“FREE” SPARKS INTEREST IN NEW LOLO WARRANTY

BYRAM, MS (February 28, 2011) – The attractively priced, locally available LoLo brand of commercial foodservice equipment is the short route to scrumptious meals and increased commercial kitchen productivity. Now, with expansion of the line, LoLo is offering an improved warranty.

“We’re offering a free, six-month warranty extension to all initial purchasers of LoLo products if they register their products online within seven days of purchase,” states Clay Thames, National Sales Manager for LoLo. “Coupled with our existing six-month standard warranty, this means operators can get a full, one-year warranty on all parts and labor at no cost.

“When operators buy value-driven equipment they still expect it to work, even if it doesn’t cost a lot,” continues Thames. “We want operators to know that in order to get the price down we took out the incidental features people don’t use, NOT the quality they need to get the job done. Our improved warranty supports that point.”

Sign-up is simple. LoLo customers can go to the Service & Support page on the LoLo website and fill out the warranty registration form to enroll their product. The link is www.getLoLo.com/warranty.php. For more information on the free warranty extension and all LoLo products and services, visit www.getLoLo.com.