



PRESS RELEASE

Prelam products: made in Moncton, distributed in China

Moncton, November 17th, 2017 – Luc Jalbert, cofounder of **Prelam**, will be heading to Shenzhen, China, on November 19th to sign a distribution contract for the launch of two products on the Chinese market in January. As of next week, the products ***Just'a Drop*** and ***Just'a Spray*** will be available in China.

“This is an important breakthrough for **Prelam** and for New Brunswick. We’ve been dreaming of this new business opportunity for a long time. It took a lot of hard work to get there. We want to thank the team at Opportunities NB, who helped us move towards our goal of exporting to China on a regular basis”, explains Luc Jalbert.

Prelam’s products will be distributed by 58youpin and Sway in China.

Luc Jalbert will be in China from November 19 to 24. He will visit some of the stores that will be selling the products to Chinese consumers. The official announcement of the partnership between **Prelam** and 58youpin, as well as the official launch, will take place during Opportunities NB’s mission to China in January 2018.

Prelam will also be participating New Brunswick’s next trade mission to China early next year. In addition to launching ***Just'a Spray*** and ***Just'a Drop***, they will also be launching their industrial products and services ([Prelam Solutions](#)), their medical products ([stomie](#)) as well as a brand new line of beauty products, LUKY (<http://lukyyou.com/>).

“Our lab is always looking for new ways to innovate for our different markets. This breakthrough in China is the beginning of a new era for us and, hopefully, for other manufacturers in our region”, concludes Luc Jalbert.

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