



Recent Consumer Pulse Survey Finds Parents Will Spend More This Year for Back-to-School, Name Bubbles Labels Ensure Purchases Keep Coming Home

With Rubicon Project's Consumer Pulse survey reporting parents are planning to spend record amounts on back-to-school this summer, Name Bubbles waterproof and personalized labels ensure those purchases keep coming home, saving both time and money.

Clifton Park, NY, July 13, 2015

Though it may have just ended for some, for others the school season is right around the corner. According to the new Consumer Pulse survey from Rubicon Project, parents are forecasting to spend more this year than last with K-12 parents planning to spend on average \$873 per student. Name Bubbles, a leading personalized, waterproof name label company, wants to help parents protect their back-to-school investments with their press-and-stick as well as iron-on labels, ultimately helping parents save in the long run.

Name Bubbles press-and-stick labels are perfect on anything from those pricey electronic devices to backpacks and more, while the iron-on labels serve as a more permanent labeling option for uniforms, favorite hoodies, and socks. With tons of colors, styles, and designs it's easy to create a label that will suit your child's personality all while providing you with a little more piece of mind knowing that their belongings will be returned home.



"As a mom, I understand the frustration of sending your kids off to school with new backpacks, lunch boxes, and clothing only to find out that it ends up in the lost and found bin or even worse, not found at all," stated Name Bubbles Founder & CEO, Michelle Brandriss. "With parents spending more than ever on back-to-school purchases this year, we're happy to provide labels as a solution to help ensure that those investments keep returning home time and time again."

With options ranging from dishwasher safe labels, iron-on labels, clothing labels, write-on labels, and school labels packs, you'll be able to find various styles of labels to meet your back-to-school needs. There are even options to provide additional contact information to double ensure your belongings are returned to its rightful owner. Create your own labels by visiting NameBubbles.com!

ABOUT NAME BUBBLES:

Name Bubbles is a leading waterproof name label manufacturer and e-commerce website creating dishwasher and laundry safe labels as well as personalized wall décor, accessories, and more. The Company makes personalized products to help busy families keep track of belongings. Custom label packs, wall décor, and accessories are available online and can be created and purchased directly at NameBubbles.com.

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