

FOR IMMEDIATE RELEASE

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Balancing Acts Are for Circuses.

GreatPlate® Launches WaveLock 180™ – The Plate With a Backbone (and a Cup Holder).

[Milwaukee, WI] – For decades, disposable plates have been engineered for average. Thin. Round. One scoop of baked beans away from collapse. GreatPlate® just introduced a plate that refuses to fold.

The new **WaveLock 180™** starts with something wildly practical: a built-in holder for your cup or can. Because balancing a soda on the rim of a paper plate has never been a sustainable life strategy.

But it doesn't stop there.

WaveLock 180™ also features a patented flip-and-seal system that allows one plate to snap securely onto another, keeping brisket contained, queso obedient, and barbecue sauce where it belongs – on the plate, not the passenger seat.

Flip it. Lock it. Carry on. No lids.
No second container. No salsa staging a jailbreak.

“The idea behind GreatPlate started with a basement full of crushed chips and soda-stained couch cushions” said **Rick Kellow, Inventor and Founder of GreatPlate®**. “The problem wasn't the kids. It was the plate. And when we couldn't find a better plate...and believe me, we looked everywhere...we designed one. One that holds sandwiches, snacks, drinks, all in one hand.”

Proudly made in the USA using recyclable materials, **WaveLock 180™** delivers visible innovation in a category that's been coasting on 'good enough' since forever.

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WaveLock 180™ holds the drink. Seals the deal. And it's now available for retail distribution.

For more information, contact Rick Kellow at rick@greatplate.net or 414-303-7944.

About GreatPlate®

GreatPlate® was born from a simple question: Why isn't there a plate that actually works? Founded by inventors – and husband and wife team – Rick Kellow and Beth Kuehl, the company designs innovative, Made-in-USA plate solutions that hold food and drinks in one hand and stand up to real-life use. GreatPlate® products are built to perform – because sometimes the problem isn't the people. It's the plate.

Product photos:

