



Lofty Vision, LLC  
P.O. Box 973  
Tellico Plains, TN 37385

**FOR IMMEDIATE RELEASE**

Media Contact: Mike Gloekler  
423-424-3078 or mgloekler@waterhousepr.com

**New Offering from Lofty Vision, LLC, Revolutionizes Home Storage**

*Attic Trac Plus™ helps homeowners affordably reclaim, organize valuable space*

**Tellico Plains, Tenn. (Nov. 17, 2006)** – America’s homeowners are about to be a lot safer in their attics and a lot less frustrated with household clutter as Lofty Vision, LLC, launches Attic Trac Plus™, the first innovative patented storage system designed specifically for attics and other hard to reach storage spaces.



The versatile Attic Trac Plus™ is a platform and wheel-track system that allows users to stack boxes, often without venturing beyond the storage access areas. Users then slide the platform down the track into the farthest reaches of the space (usually areas that were not safely or easily accessible before). To retrieve stored items, a quick pull on the Attic Trac Plus™ cable gently slides your boxes toward you with little or no effort.

Most attic spaces are virtually unusable for safe, effective storage. Homeowners risk personal injury as well as damage to their home and belongings every time they access them.

***“I wanted to find a universal solution to a universal problem.”***  
  
-- Gary Balser, inventor of Attic Trac Plus™

“I, like many people across the country, was in my messy attic, trying to find a place to store box after box of stuff,” explained Gary Balser, president of Lofty Vision, LLC, and inventor of Attic Trac Plus™. “In an instant, I lost my footing and barely caught myself before taking a plunge to the garage below. My ankle was scraped, my back was twisted, the boxes I was holding were strewn everywhere, and I had nearly damaged my ceiling, the car below and certainly myself. I thought, ‘There has to be a better way.’”

Balser envisioned a solution that could fit any attic, both those with truss and rafter construction, as well as under-house crawl spaces and under-stair storage areas. He was determined to create a system that is easy to install, and would have the quality to withstand the temperature and humidity variances of typical home storage spaces. Of utmost importance, the product should eliminate the common safety hazards associated with attic storage.



Attic Trac Plus is a patented platform and wheel-track system that provides not only a sturdy place to stack items for storage, but also the convenience of quick and easy retrieval with the pull of a cable.

“I wanted to create a means for stored items to come to the user as opposed to having the user cross trusses and rafters to get to their items,” Balser said. “I think most people have either had a near-fall experience like mine, or at least know someone else who has. I wanted to find a universal solution to a universal problem.”

Homeowners can install multiple Attic Trac Plus™ assemblies and dedicate each one to a specific type of stored materials. For example, one track can be committed to holiday decorations, while another can hold camping and sporting equipment, and a third can be used to hold extra bedding and linens. Tracks can also be assigned for frequently accessed items as well as seldom used items. The possibilities are endless.

“One of the greatest advantages of Attic Trac Plus™ over traditional plywood or plastic decking products is that it works with any home storage area no matter what the configuration,” Balser added. “The tracks can be installed directly over the insulation in an attic, and because the platform slides or lifts from the track easily, any home maintenance in that area is quick and easy without the hassle of removing and reinstalling decking. Plus™, it can be uninstalled just as easily as it was installed, so if you change residences, Attic Trac Plus™ can move with you.”

Attic Trac Plus™ is packaged as a complete kit with no further wood or hardware purchase required, and installs in minutes, even for a novice, with just a tape measure, pencil and a Phillips head screwdriver. Attic Trac Plus™ is constructed of high-grade materials specifically for long-term use in harsh environments. The rails are 16-gauge steel with lead-free epoxy powder coating. The rollers are acetyl copolymer/Delrin® with steel pins designed to withstand the hottest and coldest extremes. The platform is 5/8” melamine particle board with durable PVC edging that resists warping in humid areas and is designed for loads up to 150 lbs., limited only by the attic’s load capability.



The versatility of installation options is limited only by the homeowner’s imagination. Attics, crawl spaces, under stairs – Attic Trac Plus can be installed in most storage areas in just minutes with nothing more than a tape measure, pencil and Phillips head screw driver.

Mary Pankiewicz, an organizing expert and certified professional organizer in chronic disorganization (CPO-CD), sees clients every day through her business, Clutter-Free and Organized ([www.clutterfree.biz](http://www.clutterfree.biz)), who have no control over their attic storage. “Even my own attic is unusable,” Pankiewicz admits. “In my 10 years in the



Attic Trac Plus is expandable. Extra lengths of track and extra platforms can multiply your storage area's useable space. Consumers can visit [www.AtticTrac.com](http://www.AtticTrac.com) and use the handy online calculator to determine how to maximize Attic Trac Plus in their spaces.

organization business, Attic Trac Plus is easily the most significant innovation to come along. It will realistically change the way we use our attics and crawl spaces for storage. I'm excited about it, and I can't wait to show my clients how simple it is to install and use."

Each Attic Trac Plus™ assembly is 8 ft. long, providing 4 ft. of storage space stackable up to 4 ft. high. Extra pairs of rails are available for purchase to extend the reach of Attic Trac Plus™ by 4 ft. increments. Extra platform assemblies also offer additional storage over existing rail assemblies.

Homeowners will also delight in comparing the cost of Attic Trac Plus™ to other forms of attic storage. With a manufacturer's suggested retail price of \$74.95 per unit, installing five Attic Trac Plus™ assemblies requires a one-time cost of only \$374.75. The material and labor costs to install plywood decking to reach a comparable amount of storage space would cost over \$440, and have to be left behind when the house is sold. Typical 50 sq. ft. storage units rent for up to \$75 per month, for an annual cost of \$900.

Attic Trac Plus™ is now available to purchase direct from the manufacturer by visiting [www.AtticTrac.com](http://www.AtticTrac.com). Retail home center availability is expected in spring 2007.

Lofty Vision, LLC, is located in Tellico Plains, Tenn., and produces the Attic Trac Plus™ home storage system using a state-of-the-art, automated manufacturing process. Lofty Vision President Gary Balser is the inventor and designer of Attic Trac Plus™ and brings a history of home storage and Lean/Six Sigma Manufacturing experience to his leadership of the company. Visit [www.AtticTrac.com](http://www.AtticTrac.com) for product or ordering information.

###