Press release template for a new business incorporating an Epilog system

Personalize this document to fit your business.

Highlighted portions indicate those needing customization.

**For Immediate Release:**

**(company name) Brings the Lastest Laser Technology to (city name)**  
*Company offers custom engraving and cutting for all types of products with a laser*

City, State – (Month, Day, Year) **Company name**, is excited to announce their new custom laser engraving and cutting business. “Starting a new business is always a bit frightening,” said **(your company spokesperson, title.)** “But when we looked at the increasing demand for customization on so many products, starting a laser engraving business is just such an exciting opportunity for us!”

**(Company name)** is featuring custom engraving of **(your products)** all created on their new Epilog Laser engraving and cutting system.

With the ability to work on a variety of materials including acrylic, wood, fabric, plastic, glass and more, the laser equipment allows **company name** to easily and quickly customize **(list of products you will customize.)**

“From traditional awards and plaques to customizing laptop covers and other electronics, we’ll be able to provide our customers with the most detailed engraving results,” said **spokesperson last name**. “The versatility and convenience of the laser system help us provide better products and services to our customers.”

For more information, visit **(your company website.)**

**Press Contact for (your company):**Contact first and last name  
Title  
Phone:  
email:

**About (Your Company):**Give a brief background on your company and the services you provide.