

Recession-Proof Underwear

The makers of "wear and discard" disposable travel underwear explain why underwear sales remain strong despite a struggling economy.

New York, NY (PRWEB) December 16, 2008 -- DNA Products (www.dnaproductsonline.com), a New York-based disposable apparel and linens company, reports that their unique bloomers business continues to bloom even in tough times.

"Though many businesses and consumers are scaling back right now, the truth is, everybody still needs underwear," says Danita Harris, president of DNA Products. Citing a recent article in Forbes, Harris states that when consumers have less money, they are likely to buy fewer clothes or switch to cheaper clothing labels but this behavior occurs to a lesser degree in underwear sales. "Cash-strapped consumers may delay big-ticket purchases, but they still need food, medicine, and clothing essentials like underwear. We're fortunate that the current economic crisis has not affected our sales."

But what is it that makes DNA Products' underwear so appealing to shoppers? "Our disposable underwear brands are targeted to the business and leisure traveler," says Harris. "Our ladies brief, ladies thong, men's brief, and men's boxer are intended to be worn once and discarded. Each style comes in a three, five, or seven-piece package roughly the size of a postcard with a total weight less than three ounces. Travelers simply wear and discard to eliminate laundry, free up luggage space for souvenirs, and avoid carrying dirty underwear in their baggage on the return home."

Still, with the travel industry in its worst slump since the 9/11 terrorist attacks in 2001, one would expect a direct downward trend in travel underwear sales. But Harris says her company's sales have held up due in part to those travelers who've opted to downsize their vacations instead of ditching them completely. "People haven't totally given up their vacation and travel plans, they're just traveling on a tighter budget. Many have chosen vacation destinations closer to home or trimmed one or two days off their vacation to save money."

Since Americans in general value holiday travel, DNA Products should do well this holiday season. In fact, the company recently introduced a new addition to its product line just in time for the holiday travel season. In early November, the retailer offered a new color choice for its most popular item, LeBrief disposable panties. Previously available only in white, shoppers may now purchase LeBrief in black trimmed with hot pink. At \$3.50 for a package of 5 pieces, the underwear are priced to give shoppers a lot of bang for their buck. And for those really trying to stretch their dollar, Harris notes that the underwear don't necessarily have to be thrown away after one use. "The lightweight yet durable fabric allows wearers to hand or machine wash and reuse the underwear five or six times."

For additional information and to purchase any of the disposable underwear styles, visit www.dnaproductsonline.com.

Established in 2001, DNA Products is a family-operated company devoted to improving the quality of life with convenient product solutions. The company is a leading supplier of disposable notions and apparel offering a full line of disposable underwear for men and women, disposable unisex industrial coveralls, disposable bed sheets, and disposable pillowcases. Their goal is to save their customers time by omitting the chore of laundry, reduce energy costs by eliminating washer and dryer use, and offer useful products at affordable prices. DNA Products serves and ships to online shoppers and major retailers across the U.S. and around the globe. The company is currently seeking additional distribution channels and welcomes inquiries.

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