



SPONSOR SPOTLIGHT: **BATTLE FOAM**

One of AdeptiCon's newest sponsors is Battle Foam, a new and exciting company that provides custom-cut miniature army transport solutions.

We recently had a chance to exchange emails with Romeo, the founder and owner of Battle Foam, and talked about the hobby, Battle Foam, and his new line of products.



Tell us a bit about yourself on a personal level. What's your background in the hobby, both personally and professionally? What do you do right now for Battle Foam?

Romeo: I started playing 40K about 3 years ago by accident. I actually just walked by a Local Game store and found the models amazing to look at. When I found out that you could build and paint the models yourself, I was hooked. I'm the founder and owner of Battle Foam. I realized very early in the hobby that we all needed a better way to protect our valuable minis. The rest was easy.



Find out more about Battle Foam at - <http://www.battlefoam.com>



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Do you play 40K/Fantasy/LotR or any other GW-related product (Warhammer Historical, Specialist Games, etc.)? What's your favorite, or what do you play most often?

Romeo: I play 40K, Fantasy, Warmachine, Blood Bowl, and a bit of Flames of War. By far my favorite is 40K. I mean come on, Orks are so cool.



I guess that answers the follow up question about what forces you play. Tell us a bit about Battle Foam - how did you get started, etc.

Romeo: I would love to take full credit for Battle Foam, but I have to be honest. I was forced into it by tournament players and normal people in the hobby. I was doing the GW tournament circuit last season and had cut some foam for my army to get them from place to place. Everyone I played and talked to at all 3 tournaments said the same thing. "I'll pay almost anything to get some foam cut like that." After having so many people tell me they wanted to give me their money, what's a person to do? I started Battle Foam.

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What kind of processes does Battle Foam use to make the custom trays?

Romeo: Can I plead the 5th on this question? What we do is not rocket science, but it does have some small secrets that we would like to keep our own. I can tell you this much. The equipment we have can see detail smaller than a pin head.



What are your best-known products currently and what sets you apart from your competition?

Romeo: I would have to say that our biggest seller is our troop trays. We fit so much more guys per 1" tray that you save space and money just by buying our foam for troops. The biggest difference between us and our competition is our customer service, and customization. We can write or design anything on the foam. Private club logos, names, slogans, and just about anything else can be engraved onto the foam.

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What do we have to look forward to in the near future from Battle Foam?

Romeo: Well, our new bags just launched March 1st and we have big plans to expand the bag line over the next 12 months. We want to build a bag for every miniature hobbyist in mind. Keep an eye out for cool new bags coming out for Christmas 09.

How can hobbyists get Battle Foam products?

Romeo: We have 3 simple ways to order. 1st is our website, www.battlefoam.com. 2nd is by faxing in your order by using our custom order form. The 3rd and easiest way is by calling us. A friendly service person will help take your order and figure out the best way to save you money and get your army protected.

Thanks for your time, Romeo. We're all looking forward to seeing what you come out with next!



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