

madesmart®

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MADESMART® DESIGNS SINKWARE PRODUCTS WITH NEW, INNOVATIVE MATERIAL

The Women Owned™ company innovates new ways to keep a tidy, clean sink area

ST. PAUL, MINNESOTA—For the last 29 years, madesmart® has designed home organization products to be enjoyed in every home. This year, the company continues its innovative legacy with their use of the unique, absorbent material, Evaporating Stone™.

The madesmart® Evaporating Stone™ products are a new addition to the company's existing sinkware collection. Evaporating Stone™ allows for clean and quick drying by pulling water away from dishes and off countertops. This stone is naturally absorbent, anti-microbial, anti-odor, highly durable, and has a premium, ceramic-like feel. If water-logged, Evaporating Stone™ can be set in the sun or baked in the oven to accelerate drying.

The highly functional and stylish madesmart® Evaporating Stone™ products include soap pump stations, dish rack, and drying boards. Each are made from a mix of materials using high-quality plastic and the stone material to maximize function in wet sink environments. Products feature a clean, simple aesthetic to go with any home décor.

The madesmart® Evaporating Stone™ Drying Board and Dish Rack are finalists for the 2019 IHA Global Innovation Awards. Prices range from \$16.99 to \$34.99. Each will make a debut at the International Home + Housewares Show on March 2-5 at the McCormick Place in Chicago, Illinois.

ABOUT MADESMART®

Madesmart® is a Minnesota based, Women Owned™ housewares design company. Since the success of the original Junk Drawer Organizer® in 1990, the company continues to revolutionize home organization with high-quality, premium product collections that are enjoyed in every home. The founder's, Devee McNally, vision created the first soft-grip lined drawer collection, the Classic Collection. For the last 15 years, this product assortment has been a best-selling collection in major retailers across the nation.

Every day, madesmart® strives to elevate the home organization experience through thoughtful award-winning designs. With their commitment to meaningful partnerships and collaboration, madesmart® creates products that invoke beauty through function. The company's strong design innovation has established them as experts in home organization. For more information visit:

www.madesmart.com

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