

madesmart®

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MADESMART® DESIGNS NEW KITCHEN DRAWER ORGANIZERS

The Women Owned™ company expands its best-selling Classic Drawer Collection

ST. PAUL, MINNESOTA—The 29-year-old housewares design company, madesmart®, designed new kitchen drawer organizers as an addition to the best-selling Classic Collection. Created in response to a shift toward small space living trends, the company designed small expandable options to fit in kitchen drawers, providing flexibility and organization in confined spaces.

The madesmart® Classic Collection has been a best-selling drawer organization system for the last 15 years. This collection revolutionized kitchen drawer organization with soft-grip lining. The new additions to this line continue the collection's legacy with the same signature features: rounded corners, high-quality plastic, and soft-grip lining.

The madesmart® Classic Collection Expandable Bins come in three sizes each addressing a different small space storage need. The bins feature soft-grip lining and non-slip feet to keep items from sliding, an expandable wing that helps the bin fit in drawers, and rounded corners for easy cleaning.

Prices range from \$6.99 to \$14.99. Each will make a debut at the International Home + Housewares Show in March 2-5 at the McCormick Center in Chicago, Illinois.

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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, Deveen 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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