

# madesmart®

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MEDIA INQUIRIES CONTACT  
MARKO DEWHURST  
651-203-9776  
[MARKO@MADESMART.COM](mailto:MARKO@MADESMART.COM)



## MADESMART® INNOVATES A NEW WAY TO PUMP SOAP

The Minnesota based housewares company designs soap pumps to limit excess soap consumption

ST. PAUL, MINNESOTA—The Women Owned™ housewares design company, madesmart®, has designed a new soap pump to help consumers limit excess soap usage. This new product continues the company's legacy of innovation and high-quality design standards.

The new madesmart® Soap Pump and Soap Pump Station are premium offerings within the housewares category. The soap pump dispenses a soap/water foam and uses much less soap than typical soap dispensers—saving money without sacrificing effectiveness. The station includes a cup to hold a sponge or dish wand and features holes for more efficient drying.

These new additions to the madesmart® Sinkware Collection continue the design-focused legacy with features such as soft-grip lining to keep the station and soap pump from sliding. Also, improved functionality with the removable soap pump, which allows portability for use in different areas of the home. Each are made from high-quality plastic and have clean aesthetic to complement any home décor.

The Soap Pump Station starts at \$10.99 and 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, 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](http://www.madesmart.com)

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