



MEDIA RELEASE

Howards Storage World – Giving You More Reasons to Love Your Laundry!

Home organisation specialists, Howards Storage World are giving you more reasons to love your laundry with a huge range of laundry organisation products that will turn your laundry into a hub of home efficiency.

There's no denying that the laundry is a space that can quickly spiral into chaos but with some simple organisation systems in place, you can ensure that your laundry is a functional place that's a pleasure to be in.

The first step in transforming your laundry into a haven of domestic bliss is to create easy to reach and space efficient storage for all your laundry products and equipment.

Howards' **elfa** shelving system has an amazing storage capacity. Made from triple epoxy coated steel, **elfa** is strong and durable and comes with a 10 year warranty, making it the ideal storage solution for a busy and well equipped home laundry. The **elfa** range can be customized to fit any wall space and, as it's easy to install and fully adaptable, you can simply add or remove components to transform your shelving system as your storage needs change.

For a freestanding shelving alternative that is sturdy and simple to assemble, consider Howards' **easy-build** range. **easy-build** is made with triple coated commercial chrome and comes with a five year warranty. Available in full kit format or individual components, the **easy-build** shelving system requires no tools to assemble. Simply clip and slide together, allowing you to set your shelves at the height and width you desire.

If space is an issue in your laundry, Howards also offer the **Slim Trolley** (\$69.95). An ideal storage solution for limited spaces, the **Slim Trolley** simply wheels into narrow areas and instantly provides a home for all your laundry essentials.

Now that your shelving system is in place, it's time to take stock of all those essential laundry products. Powders, pegs and the endless supply of cleaning products all create clutter so free yourself of the time consuming 'sought and seek' process and store all your products in accessible and readily identifiable containers. Howards' **Laundry Tin** range is a practical and stylish addition to any laundry. The range is available in classic white or **NEW mushroom** and includes laundry

a place for everything®



powder and peg tins, soaking bucket and housekeeper's box (from \$19.95).

If you need a Sherpa to guide you through the mountain of washing on your laundry floor, Howards' **Three Divider Laundry Cart** will reclaim your floor space by allowing you to easily sort your washing by colour or wash cycle. With a slim but generous design, the **Three Divider Laundry Cart** (\$89.95) allows the family to sort on the go – saving you time in the laundry!

For the style savvy home, consider Howards' **Reisenthal Loop Hamper** (\$119). This gorgeous, new release laundry hamper is aesthetically pleasing and supremely functional, allowing you to bask in the beauty of a laundry that offers a seamless partnership between elegance and efficiency.

Drying clothes with limited outdoor space and in inclement weather is a breeze with Howards' **Pegasus Deluxe Aired** (\$199). This easy to fold and store airer provides 20 metres of drying space and has been cleverly designed to accommodate regular and special needs washing such as woollens and delicates. Guaranteed for three years and complete with five wind resistant coat hangers, drying mesh and peg bag, the **Pegasus Deluxe Aired** is an essential aid for every laundry.

Howards' **Magic Broom Holder** (\$17.95) and **Vacuum Brush and Broom Holder** (\$12.95) are cleverly designed to save space and create order by offering a secure home for all your brooms, tools and vacuum accessories. These often cumbersome tools clutter your laundry and by storing them off the floor and out of the way, you'll save precious space and prevent accidents. The **Magic Broom Holder** (from \$17.95) is available with a 3 or 5 hold capacity and has a sliding mechanism to store a variety of brooms and tools.

Cleaning on the run? Howards' **Large Ultra Caddy** (\$22.95) is a one stop cleaning station that is easily carried from room to room. With ample space for all your cleaning products, the **Large Ultra Caddy** means no more rushing back to the laundry for extra supplies saving you time and money!

Howards Storage World believes you deserve more time for life's real luxuries. Their extensive range of products have been carefully sourced and selected to help you dedicate less time to chores and more time to the things you love. So, let Howards help you to love your laundry and live a little!

//...ends.

Media Information: Simone Larmer or Nicole Jenkinson, Double Edge PR, Ph. 02 9957 1352 or via email: simone@doubleedge.com.au or Nicole@doubleedge.com.au.

