



MEDIA RELEASE

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An Organised Home? Everyone should have one!

Howards Storage World launches it's 2008/2009 Catalogue

Save time, create space, be organised, these are the holy grail of modern living. You'll be a lot closer to finding it with the new **Howards Storage World's** 100 page catalogue, brimming with practical ideas and solutions to everyone's storage dilemmas.

Arguably Australia's best collection of innovative storage solutions under one roof, the catalogue provides a taste of the full range in store. This year, the catalogue takes you on a journey through your own home, starting with the fridge & building to Howards specialty – modular storage systems being easy-build and Swedish designed elfa®.

From humble beginnings 8 years ago with 25,000 copies printed, the Howards catalogue in 2008/9 will exceed 2.5 million copies and has won many catalogue awards over the years. "The 2007/8 catalogue has just become a finalist in 2 categories in the prestigious Australian Catalogue Awards" says Howards Global Catalogue Manager, Cathy Player.

The user-friendly design of the catalogue transports readers from room to room and addresses the key needs of each. The catalogue also highlights the top five areas of the home, as identified in 2007 Roy Morgan research, where storage needs are most acute. These include the Kitchen, Study/Office, Children's Bedroom, Wardrobe and Bathroom. Howards offer practical and innovative solutions, as well as an extensive range of products to consider.

Howards Storage World's Cathy Player says consumers will love the new annual catalogue and refer to it as a guide for storage ideas in the home and office. "We have designed the catalogue to be a reference tool to inspire every member of the family and provide ideas for the whole home. Tackle each area one at a time and you'll quickly take charge of your space. An organised home is a great reward as it truly helps you to save time, create space and be organised. The catalogue can help you achieve this goal, together with helpful staff in store."

A summary of the 2008/9 catalogue and new products include:

The Perfect Kitchen

For kitchens large and small, the organisational challenges include effective food storage (fridge, pantry), an efficient cooking zone (drawers, bench top) and cleaning up (sink area, bins). This is one of Howards Storage World's favourite areas of the home as there are so many clever ways to improve space usage.

Starting in the fridge, there's now a jug that can lie on its side or stand up - **No Spill Jug** (from \$15.95). The **Roll Out Shelf** caddy (from \$6.45) groups items and utilises rear shelf space. A simple **Fridge Basket** (from \$3.25) is a must for jars and open packets.

The Pantry takes on better shape using appropriate organisers for different items. New this year is a focus on Bulk Storers which reduce packaging, save space and money. **Dry Store** (from \$18.95) plastic containers have airtight seals and the **Wheeled Stacking Baskets** (\$32.95) are ideal for large bags of rice or bottles. Strapped for shelf space in the pantry? Add another shelf with an **Add-a-Shelf with Grip Base** (\$19.95) for cans or jars.

a place for everything®



Cooking is made easier with simple helpers like **simplehuman Utensil Holder with Removable Spoon Rest** (\$54.95) and a clever heat resistant holder for your spoon *in the pot* - **Pot Clip Holder** (\$6.95). And tidy up those drawers with an **Expandable Cutlery Tray** (\$24.95) or the new **9 Piece Drawer Organiser Starter Pack** for only \$19.95, which sold separately, would cost \$32.95.

Cleaning up starts at the sink, so treat yourself to a well engineered dish rack from **simplehuman** (System Rack \$159). Add in designer caddies for your sponges, brushes and soap (from \$12.95) to help the sink area stay tidy. Time for a new bin? Choose one with a 10 year guarantee from Howards Storage World's range of premium brabantia and simplehuman bins, including the new fingerprint proof stainless steel **simplehuman 38L Butterfly Twin Bucket Recycling Bin** (\$399). Enjoy the difference everyday.

A Bathroom to Enjoy

From the family bathroom to the needs of a beauty queen, Howards has storage for bathrooms of all shapes and sizes. Beauty Queens will appreciate the stylish chrome **Hair Dryer Holder** (from \$15.95) and acrylic **Glam Organisers** (from \$9.95). Families will be impressed with the **Bath Toy Bag** (\$11.95) and **Large Towel Stand** (\$54.95). And Modern bathroom ideas include new waterproof **3 Tier Resin Shelf** (\$149) for towels and accessories or a stylish new timber and chrome **3 Bar Towel Rack** (\$69.95). Organise toothbrushes, soaps and more with a bath set such as the new **Urban Range** in ceramic and white (Soap dish and tumbler \$14.95, Soap Dispenser \$19.95). If space is tight, consider a **Slim 4 Drawer 4 Shelf Trolley** (\$139) for instant storage.

Love your Laundry

Maximising space and saving time are **Howards'** specialties. Washing, drying and ironing is faster and easier with a few clever helpers such as a new plastic Wheelie Hamper with pull up handle (**Laundry Hamper with Wheels** \$69.95). For those with limited laundry space the **Leifheit in Shower Drying Tower** (\$179) is the perfect solution to drying dilemmas. An **Invisible Clothes Line** (\$169) folds away out of sight when not in use, behind its own cover. Ensure that ironed clothes remain wrinkle free with a **Hangaway Clothes Organiser** (\$64.95) that also collapses for easy storage.

Bedroom Bliss

Howards' catalogue features nine innovative ways to organise your bedroom from extra shelves **Floating Shelves** (\$69) to **Sock & Tie Organisers** (\$12.95). The bedroom section of the catalogue also includes Hangers, Shoe Storage, Dresser and Temporary Wardrobe ideas. Howards Storage World is a hanger specialist and provides a detailed table in the catalogue outlining the styles and uses of a diverse range of hangers including; the Eva **Trouser Rack** (\$7.95 for 3pk) providing a non slip home for jeans and corduroys and the **Satin Hanger** (\$6.95 for 5pk) offers soft padding to nurture your delicates. For the ultimate walk in or reach in wardrobe, install new **elfa décor shelves and hanging drawers**. With a range of accessories, elfa solves any space challenge and can be customised to your individual needs.

The Cool Kids

Kids love colour and **Howards** makes storage fun for kids! Bursting with vibrant ideas the catalogue features the **Toy Hammock and Chain** (\$24.95) and a proactive **Kids Weekly Organiser** (\$29.95) to inspire the kids to organise their own clothes. This is sure to inject motivation into every morning! The catalogue also features great ideas for school such as homework helpers and lunch boxes; as well as toys and craft storage.

Office Order

From the desktop, to filing and the shelf there is no excuse not to get organised and Howards has solutions! Faux leather **File Storage Boxes** (\$69.95) will take care of the filing and stationery remains in place with the **Large Desk Top Organiser** (\$29.95).



Living Room Love

Gain inspiration for one of the most important rooms in the house and flick through the beautiful styled pages that **Howards** has dedicated to the living room from shelving to media systems. The new **Remote Control Caddy** (\$19.95) will keep all your important multi media controls in easy reach and the **Arki: Box System** will keep your favourite DVDs and CDs in pristine order. Arki sleeves replace traditional jewel boxes and are 5 times more space efficient.

Organised Cellar

Whether you are a connoisseur or just enjoy a glass now and then, **Howards Storage World** takes the whine out of wine and equips you with storage options to keep your favourite drop in top condition. For collectors of wine, opt for a storage system that grows with the number of bottles you acquire. The **16 Bottle Chateau Wine Rack** (\$42.95) uses modules that can be joined as your needs grow. For those who are strapped for space the **Bordex Wine Racks** (\$3.75 per pocket) are suitable for full cellar fit outs and smaller collections, utilizing every nook and cranny.

Garage Gadgets

Catering for the handyman, gardener and sportsman **Howards'** catalogue offers essential storage advice to each. Gardeners can keep shovels and rakes neatly mounted and easily accessible with the **Long Handle Tool Hanger** (\$23.95). Sportsmen can save space by hanging bikes with the **Ceiling Hoist** (\$85) and handymen will love the range of ladders and **Ultra Hold** (\$32.95) to keep their essential tools off the ground.

Additionally the catalogue provides readers with 2 storage systems to choose from: freestanding **easy-build Storage System** and the **elfa® Customised Storage System** that attaches to the wall. Both systems are easy enough to design and build yourself, or have a member of the Howards' team design the perfect system to suit your needs with many clever accessories to choose from. Howards also offers a free elfa® measure and quote service in your own home.

To learn more about the great products from Howards Storage World, visit the new look website at hsw.com.au. Become a Howard's e-member during June & July and you will go in the draw to win 1 of 10, \$1,000 Howards Gift Vouchers – imagine how organised your house will be if you win the prize! Complete an online survey, and you'll automatically be given another 5 entries into the draw. So sign up today for your chance to win. (Terms and conditions online at hsw.com.au).

Request your Howards Storage World catalogue online or visit any store to collect a copy and let Howards Storage World® help you create your very own organised home.

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