



MEDIA RELEASE

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AN ORGANISED HOME = A GREAT START FOR 2009!

Are you keen to start the New Year on the right foot? Howards Storage World has a range of ingenious ways to help you welcome 2009 with calm and ease.

From the kitchen and bathroom to the bedroom and home office, Howards Storage World has products and tips that will get you sorted for the year ahead. It all comes down to having the right systems in place according to organisational specialist, Cathy Player, who says January is the ideal time to install the infrastructure.

“After the chaos of Christmas, January offers some well earned down time when we can focus our energy on sorting out the home for the year ahead. The best approach is to concentrate on high use areas such as the living room, bedroom, kitchen and bathroom. Start with a comprehensive de-clutter, then put the right organisational systems in place throughout your home. You’ll reap the rewards for months to come,” says Cathy Player.

For the Living Room

The living room is a haven from busy days at work and school and should be conducive to fun and relaxation. Minimise CD and DVD clutter with the **Arki Music Box System and Media Storage Range** (from \$24.95). Arki efficiently stores discs, replacing one hard case with five sleeves. So you can expand your collection without needing to build an extension to the house!

Howards Storage World’s **Faux Leather Remote Control Caddy** (\$19.95) is the ideal solution for those who are constantly trying to solve the mystery of the missing remote. The caddy is stylish and compact, accommodating controls to all your entertainment units.

For the Bedroom

‘Tidy up your bedroom’ will become a catchcry of the past with Howards innovative wardrobe system - **Elfa**. The versatile hanging shelving system allows you to custom-design your wardrobe to suit your needs. And when your needs change, you can alter the design such as reducing hanging space and adding additional drawers or perhaps installing an additional shelf for shoes? As an added incentive to embrace organisation in the New Year, Howards Storage World is offering ten \$1000 **Elfa** gift cards for **Elfa** purchases between 1 January and 28 February 2009.

Howards **easy-build** shelving system is another terrific storage option that will help you re-claim your bedroom in 2009. Made from contemporary chrome, **easy-build kits** can be designed and re-designed according to your organisational needs. So,

whether you're in the market for a wardrobe, bookshelves, a desk or an entertainment unit, **easy-build** offers a range of fully adjustable shelving solutions guaranteed to simplify your life.

Once your wardrobe infrastructure is in place, employ the help of Howards' **Clever Hangers** (from \$6.95) to maximise hanging space and make room for Boxing Day Sale purchases! A fashionista's favourite is the 4 tier, non slip hangers - great for holding multiple garments on the one hanger.

For your drawers, the **Bamboo Drawer Organisers** (from \$5.95) allow you to compartmentalise your daily essential items for easier access.

Howards also has a great range of hooks and organisers to maximise the use of bedroom doors. The **Handbag Organiser** (\$32.95) holds seven handbags per side in transparent pockets which not only protects bags from dust but also allows you to quickly match your handbag as you dart out the door. An alternative is the **Over The Door Hooks** (\$6.95) which keep clothes, bags and shirt ties handy.

Getting the kids off to school will be a breeze with Howards' **NEW Easy Hang Range** (from \$16.95). Featuring a variety of hanging organisers that can be customised to suit your needs, you'll be well equipped to get the kid's shoes and clothes ready for the day without the early morning challenge of sorting through their infinite collection of play clothes and uniforms.

For the Kitchen

If one of your New Year resolutions is to eat well in 2009; great kitchen organisation is guaranteed to inspire the gourmet chef within. Howard Storage World's extensive range of kitchen solutions will restore order to the pantry and fridge, reducing stress at meal times.

Howards' **Chrome Sliding Organisers** (from \$39.95) utilise space in those hard to reach places. Available in single, two tier, narrow and wide basket sizes, these handy storage options will instantly transform your pantry by clustering like-minded ingredients and food stuffs together.

Spice up the evening meals with the Howards' **Spice Rack** (from \$7.95). The rack fits onto your pantry door and saves valuable shelf space in your pantry.

New and exclusive to Howards Storage World, the **Micro Clear Store range** (from \$11.95) is a great food storage option that will allow you to keep food safely stacked away in airtight, space efficient containers. And, these microwave friendly, dishwasher safe containers will also help you manage your 2009 budget by inspiring you to take your lunch to work and re-heat those tasty leftovers!

Drawers will turn into works of art with Howards' **Dream Drawer Organiser** (\$24.95) featuring expandable compartments to fit any drawer. Another way to banish the second drawer syndrome forever is with the **Clutter Buster Drawer Organiser** (\$14.95) available in large and small sizes, and designed to instantly create order.

The **Fridge Basket** (\$3.25) is a great low cost storage idea that not only reduces the risk of spillage but keeps everyday foods on hand and easy to access.

For the Bathroom

If your bathroom is tight on space, try these creative organisational ideas to transform it into a soothing sanctuary for the whole family.

A **Bath Toy Bag** (\$11.95) creates a tidy home for children's aqua toys. The mesh bag attaches easily to the bath, allowing toys to drain when bath time is over.

Keep wet towels off the floor with Howards' **Over The Door Towel Organiser** (\$16.95) or the **Over The Toilet Storage Rack** (\$109.95) which offer space efficient solutions for towels, magazines and bathroom accessories.

And mum can soak in the tub with a clear conscience – thanks to her eco friendly **Bamboo Aqua Bath Caddy** (\$109), which is designed to hold her favourite magazine, drink and bathing essentials. The **Shampoo Shower Caddy** (\$89.95) will continue the eco friendly bamboo theme.

For those heading back to work and school

With your home now in perfect order, you'll be eager to embrace a new year at school and work.

January is the perfect time to liberate your desk from its prison of paperwork. Howards' **NEW Bigso Office Range** of contemporary file and storage containers (from \$13.95) will transform your office into a place of renewed productivity.

And with a clear desktop now in sight, you can reward your new found sense of order with Howards' **Faux Leather Office Range** (from \$4.95). This gorgeous collection of desktop organisers will provide a stylish home for all your office essentials including file trays and holders, letter holders, in drawer compartments, pen and pad holders and large file boxes.

The whole family will be bursting to show off their new lunch boxes in 2009. Consider the **Junior Insulated Lunch Boxes** (\$9.95) for littlies and **Polar Gear Classic** and **Tropical Lunch Bags** and **Bottles** (from \$8.95) for bigger kids and adults. Plus, you can save the environment and your well earned cash in the year ahead with a **Fit & Fresh water bottle** featuring a filter to purify tap water (from \$14.95 and \$8.95 for Filter 2pk).

With such an extensive range of lifestyle solutions in store, Howards Storage World will help you make an organised start in 2009.

For more great ideas, pop into a Howards Storage World near you or visit the online shopping page at www.hsw.com.au

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