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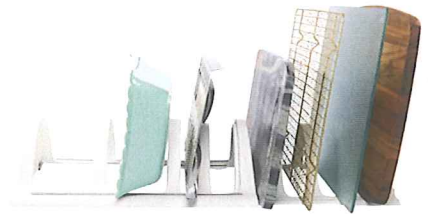
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2017 FINALIST

EXPANDABLE BAKEWARE STAND BY MADESMART® NAMED GIA FINALIST

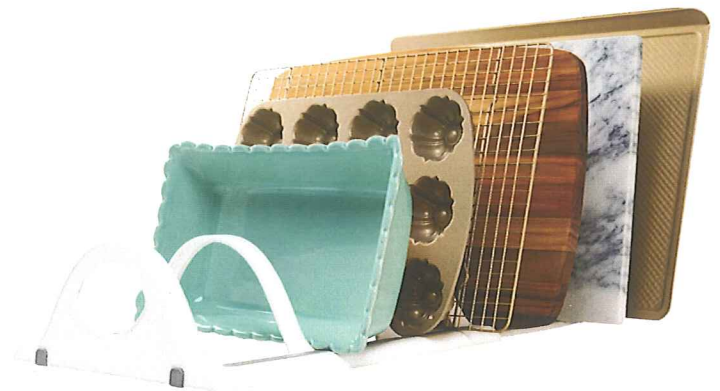
Patent pending new product debuts at
International Home + Housewares Show 2017

SAINT PAUL, MN – Madesmart® is introducing a small fleet of new products at IHA's International Home + Housewares Show in Chicago this year. Among them is the EXPANDABLE BAKEWARE STAND, a unique solution to cluttered kitchen cabinets and the age old question of "...but where is my *favorite* cookie sheet?"



The EXPANDABLE BAKEWARE STAND keeps kitchen cabinets organized by dividing and displaying its contents, so you can find what you need in a snap. The patent pending design expands from 15 to 25 inches, allowing it to adapt to a variety of spaces while remaining compact on the shelf. Sturdy materials and solid construction means each one of the 10 divided slots can support multiple cookie sheets, heavy duty cutting boards, serving platters, and more. The product features non-slip linings and feet to keep things in place while protecting fine finishes from chips and scratches.

Hallie Stevens, a senior designer with Madesmart®, developed the product after finding a hole in the market. "Many similar items on the market are affordable, but quite limited in customization. On the other hand, there are options that are highly adjustable, but out of a lot of people's price range," she explained. "Everyone has a unique assortment of bakeware, and kitchen cabinets can vary so widely. I wanted to find a solution that could work to solve these problems, but with a price tag that kept it accessible." The product's recent GIA award nomination seems to suggest she achieved that goal.



The EXPANDABLE BAKEWARE STAND will be on display at Madesmart's new booth location, **N7117** at the International Home + Housewares Show in Chicago March 18–21. It can also be viewed in the event's Global Innovation Hall, where it will be displayed as a finalist in the Home Organization + Storage category.

MSRP: \$19.99

CURRENT RETAILERS: Bed Bath & Beyond®

To learn more about Madesmart, or to view the full product catalog, visit www.madesmart.com

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