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MARCH 16th, 2017
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HANGING DOOR CADDY SYSTEM BY MADESMART® NAMED GIA FINALIST

Clever, dorm-friendly finalist of recent 2017 Housewares Design Awards fame now in the race for IHA's 2017 Global Innovation Award

SAINT PAUL, MN – After being honored as a finalist earlier this year in the Housewares Design Awards, the HANGING DOOR CADDY SYSTEM has once again been recognized as a category leader in innovative home organization. A great solution for multiple person households, this product adjusts to securely fit any standard door, creating portable storage right where you need it. The system includes an adjustable strap, 3 snap-in plastic hooks, two removable caddies, and powerful magnets for added stability. All this at the incredibly reasonable retail of under \$20.

Reem Emerson, a senior designer with Madesmart®, was inspired by her own needs to bring this product to life. "I looked at the back of my bathroom door and thought, 'What a perfectly good space being used for nothing!' I realized there is nothing like this on the market right now," she explains. This is Ms. Emerson's second consecutive year as a GIA Finalist. "To see my initial vision executed and appreciated by the public...that is the ultimate reward as a designer."



The HANGING DOOR CADDY SYSTEM 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 Bath + Personal care category.



MSRP: \$19.99

CURRENT RETAILERS: Target, Shopko

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

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