

News Release

Attention: Business Editors and Reporters

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MUkitchen expands design palette for 2024

MUkitchen is celebrating a new year by unveiling more than 90 new on-trend designer kitchen textile products.

The new patterns and fabrics were scouted and created by MUkitchen's international design team and offer fresh new ideas to accessorize any style of kitchen.

Rather than introduce new product categories, the company focused this year on filling out the product line, especially its popular leaders like their sponge cloths, Scrubsy, and sponges.

"We wanted to expand to meet demand for new and updated colors, as well as expanded design options," explains owner Chadd Moser. Some of the additions include a variety of animals, vegetables, and bicycles, plus ten new sponge cloth designs, five new Scrubsy, and six new sponges.

Also new this year is an expanded warehouse and showroom to serve as MUkitchen's headquarters. The space includes a design studio where customers can engage directly in the design phase of their own products.

"It's a collaborative environment, especially for our grocery and private label customers," Moser explained. "We remain very committed to our independent retailers as well," he adds. "After all, we're independent ourselves."

Founded in 2006, MUkitchen quickly carved out new market space for its high-quality products. Moser says his company's focus on fashion-forward design and innovative materials is related to its meticulous approach with suppliers and manufacturers. "We work directly on each product," he says. "It's a high-touch strategy that pays off in quality."

A complete listing of new products and designs can be viewed at the online catalog:

<https://www.mukitchen.com/>

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