



**FOR IMMEDIATE RELEASE | BOOTH N6911**

MEDIA INQUIRES CONTACT  
KATHRYN MARS  
BRAND MANAGER  
KAT@MADESMART.COM



## **Madesmart® Adds Five New Products to Latest Tabletop Collection, Dipware®**

*Dipware® by madesmart® continues to grow in the tabletop category.*

**SAINT PAUL, MINN. (March 17, 2024)** — Madesmart®, a leading brand in home storage and organization, is proud to showcase five new products belonging to their first ever tabletop line—the Dipware® collection. This robust tabletop collection is designed to provide consumers a new and exciting way to dine. Madesmart®'s design team was able to perfect the collection's core functionalities which is the first to market, including bowls that can attach securely to trays to as well as a collapsing feature for efficient storage.

This collection now features eight products, each serving a unique purpose that enhance any type of dining experience. The durable plastic plates and trays are paired with either a singular or multiple collapsible, silicone bowls that securely attach to the plate or tray. These bowls were designed to effortlessly attach and detach for quick replenishment and easy cleanup. This unique bowl and plate combination allows users to keep sauces, sides, dips separate, making it the perfect dinnerware for everyday as well as special gatherings. The newest members to this collection include Petite Snack Plate, Soup & Sandwich Plate, Side Dish Serving Tray, Large Burger & Brat Board, and Chip & Dip Serving Set.

The Dipware® Collection is not only functional but also aesthetically pleasing, available in various vibrant, trend-forward colors. The modern design of the trays and bowls will rejuvenate any table setting. For those looking for some extra vibrancy, bowls can be swapped between different plates and trays to bring even more color to the table. Every piece is made with high-quality materials, ensuring durability and longevity. All plates and trays along with their coordinating silicone bowls are dishwasher safe. Whether it's for serving dips, sauces, snacks, or sides, the Dipware® Collection has something that can elevate any type of occasion.

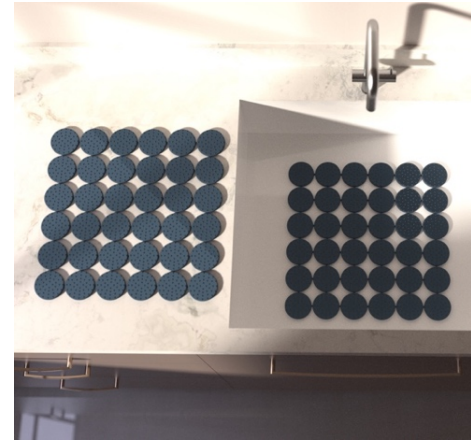
The Dipware® Collection by madesmart® is now available for purchase through select retailers. The complete Dipware® collection is on display in madesmart®'s booth – located in the Clean + Contain section within the North Hall, N6911.

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## **Madesmart® Unveils New, Mixed-Material Sinkware Product Line**

*New madesmart® items will transform the sink area into a responsive and highly efficient area within the kitchen.*

**SAINT PAUL, MINN. (March 17, 2024)** — Madesmart® is eager to unveil the launch of their new line of sinkware products. This new collection features five entirely new designs that aim to transform the kitchen sink area into a more functional and versatile space that can adapt seamlessly to a consumer's daily needs and lifestyle.

The sink area is often overlooked in terms of organization and functionality, despite being a key, high-traffic area within the kitchen. Madesmart® recognized this and developed their new line of sinkware products to address this issue. The collection features a Silicone Dish Drying Mat, a customizable Silicone In-Sink Mat, a Silicone Sponge Holder, a Linen Drying Mat, and the star of the show, The "Everything Over the Sink" Station which has been nominated as a finalist for the 2024 GIA Design Award in the Kitchenware category.

"Our goal is to provide solid, user-friendly solutions that seamlessly fit into a user's space and daily routine," says Founder and CEO of madesmart®, Deveen McNally. "We saw a gap in the market for highly functional and stylish sinkware. With this new collection, our hope is to transform the kitchen sink area into a more responsive and multipurpose space."

This new collection features multiple, high-quality materials, all of which elevate the look and feel of the sink area as well as resolve common user experience pain points. Silicone, stainless steel, and linen provide a well-rounded aesthetic. Silicone is not only durable and long-lasting, but also heat-resistant and dishwasher safe. Stainless steel provides durability to the collection as well as a timeless look and feel. Linen is introduced with the collection's Drying Mat. This material brings a softness and natural feel that is highly absorbent and breathable.

Madesmart®'s new Sinkware collection will soon be available to all major retailers. The company continues to innovate and provide practical solutions for everyday organization needs. For more information on madesmart® and their products, visit their booth – located in the Clean + Contain section within the North Hall, N6911 or visit their website at [www.madesmart.com](http://www.madesmart.com).

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## **Madesmart® Introduces New Blue Bath Collection with Refreshed Designs and Exciting Additions**

**SAINT PAUL, MINN. (March 17, 2024)** — As the industry leader in home organization products, madesmart® is proud to showcase their rejuvenated Bath Collection. This collection features 25 of madesmart®'s best-selling existing bath products, as well as several new additions. Within this collection, there are a variety of specialty, drawer, cabinet, and countertop organizers—all designed to keep your bathroom essentials neat, tidy, and accessible. This highly curated assortment is unified with the addition of a stunning blue accent that highlights the product's soft-grip features. This small but impactful update provides the collection a rejuvenated identity.

The three exciting new additions all feature madesmart®'s innovative and award-winning Drying Stone™. They embody an inventive take on dental storage solutions by featuring an insert of diatomaceous earth, which rapidly absorbs and evaporates liquid. The new Expandable In-Drawer Dental Tray was nominated as a finalist for the 2024 GIA Design Award in the Bath + Personal Care category.

Along with the new product additions, the new madesmart® blue color adds a touch of sophistication and style to the already popular bath collection. It is meant to accentuate the key features of each product while offering a subtle pop of color.

The Founder and CEO of madesmart®, Deveen McNally, says, "We are excited to introduce our rejuvenated Bath Collection to our customers that will bring a fresh, new look to bathroom organization. Our team has worked hard to create a collection that not only serves a functional purpose but also adds a touch of elegance to any bathroom using color. This sophisticated, new blue color is a refreshing, vibrant addition to our bath collection and we are confident that customers will love it."

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### **Madesmart®'s Latest Additions to Their Bath Collection: Toothbrush & Dental Care Storage Solutions featuring Drying Stone™**

*New madesmart® items with rapid drying technology will transform the way you store your dental tools and accessories.*

**SAINT PAUL, MINN. (March 17, 2024)** — As the industry leader in home organization products, madesmart® is excited to announce the newest additions to their Bath Collection – the Toothbrush & Dental Care Storage Solutions featuring Drying Stone™. These innovative products provide a sophisticated, hygienic, and efficient way to store toothbrushes and dental care accessories within a bathroom drawer.

The Toothbrush & Dental Care Storage Solutions are designed to keep your bathroom clutter-free and your dental care essentials organized and sanitary. The three exciting new additions all feature madesmart®'s innovative and award-winning Drying Stone™. The Drying Stone™, composed of natural diatomaceous earth, allows for proper ventilation and drainage, preventing the growth of bacteria and mold. This ensures that your toothbrush and other accessories stay clean and dry, promoting good oral hygiene. One of the new additions was nominated as a finalist for the 2024 GIA Design Award in the Bath + Personal Care category.

"We understand the importance of maintaining a clean and organized bathroom, and these products offer just that," said the Founder and CEO of madesmart®, Deveen McNally. "With the Drying Stone™ which rapidly absorbs and evaporates liquid, our customers can now store their toothbrushes and dental care accessories in a more hygienic and efficient way, making their daily routines easier and more enjoyable."

The Toothbrush & Dental Care Storage Solutions are made with high-quality, BPA-free materials, ensuring durability for long-lasting use. The trays are designed to fit standard-sized toothbrushes and dental care accessories. The Drying Stone™ insert helps keep the area clean and dry. Say goodbye to messy bathroom counters and hello to a more organized and hygienic bathroom with madesmart®.

These products are now available for purchase on madesmart®'s website and select retailers. For more information on madesmart® and their products, visit their booth – located in the Clean + Contain section within the North Hall, N6911 or visit their website at [www.madesmart.com](http://www.madesmart.com).

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## **Madesmart® Expands Global Presence with First Distribution Warehouse in Europe**

*The leader in the housewares industry gains international presence.*

**PARIS, FRANCE (March 17, 2024)** — Madesmart®, a leading provider of innovative home organization products, is excited to announce the establishment of its first distribution warehouse in Europe. Located in the Paris area, this new warehouse will allow madesmart® to better serve its European customers and expand its reach into new markets.

The decision to open a distribution warehouse in Europe was driven by the increasing demand for madesmart® products in the region. With the new warehouse, customers in Europe will have access to a wide range of premium madesmart® products, including kitchen and bathroom organizers, drawer organizers, and more. This move also presents an opportunity for madesmart® to work closely with its European retail customers and provide them with efficient product management.

"We are thrilled to establish our first distribution warehouse in Europe," said madesmart® President, Robert Mountain. "This is a significant milestone for our company as we continue to expand our global presence. The new warehouse will not only allow us to better serve our European customers but also provide them with a seamless shopping experience and access to our high-quality products."

The new distribution warehouse in Europe is part of madesmart®'s ongoing efforts to meet the growing demand for its products and to be able to provide exceptional customer service. With this expansion, madesmart® is well-positioned to continue its building brand awareness in the global market and solidify its position as a world-class brand as well as a leader in the housewares industry internationally.

For more information on madesmart® and their products, visit their booth – located in the Clean + Contain section within the North Hall, N6911 or visit their website at [www.madesmart.com](http://www.madesmart.com).

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## **Madesmart® Implements Major Assortment Edit as Part of New Expansion Strategy Post-COVID**

*While COVID-19 left many companies unsure of the future, madesmart® proves resilient with forward-thinking strategy.*

**SAINT PAUL, MINN. (March 17, 2024)** — As the industry leader in home organization products, madesmart® has successfully pushed through a major internal initiative that will shape the brand's future growth and success. After a year of reflection, analysis, and planning, the company has implemented a refined assortment that focuses on their best-selling products and creates space for new innovations to push the brand's vision. This strategic move comes as a response to the challenges and revelations brought on by the COVID-19 pandemic.

The end of 2023 was spent reflecting on the impact of the pandemic upon madesmart®'s business and the home organization industry. Through careful analysis and market research, they identified the core "go-forward" assortment that would lead madesmart®'s business into 2024 and allow the brand to do an ideological reset. This refined assortment provided the design team space for free and innovative thinking that can propel the madesmart® brand into new and innovative areas.

With a renewed focus on their core products, madesmart® is now able to dedicate more resources and attention to developing new and innovative solutions for their customers. This move not only strengthens the brand's position in the market but also demonstrates their commitment to continuously evolving and meeting the needs of their customers through thoughtful and innovative design.

Madesmart®'s new expansion strategy post-COVID is a testament to their resilience and adaptability in the face of challenges. By refining their core assortment and focusing on their core strengths, they are setting themselves up for continued success and growth in the years to come. Customers can expect to see a refined and impactful product line from madesmart®, with new and exciting innovations on the horizon.

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## **Madesmart® Focuses on Streamlining Food Prep and Drying Dishes with New Innovation, Everything Over the Kitchen Sink™ Station**

**SAINT PAUL, MINN. (March 17, 2024)** — Madesmart®, an innovative and woman owned organization solutions company, introduces the one-of-a-kind *Everything Over the Kitchen Sink* Station to provide users with a customizable and adaptable workstation that will become a permanent installation over their kitchen sink. It is intended to maximize the kitchen workspace and streamline daily tasks like prepping produce for meals or washing and drying dishes.

The *Everything Over the Kitchen Sink*™ Station comes equipped with multiple components that easily attached and removed from the drying rack base, allowing users to create their ideal over-the-sink setup. The station includes a removable cutting board for food prep, lidded food containers for food prep and storage, and a mesh strainer for straining food or drying small utensils. All pieces are designed to easily secure to the rack and remove for cleaning or storage when not in use.

“We designed the *Everything Over the Kitchen Sink* Station to address the need for an over-the-sink solution and prep space that fits each person’s unique, everyday needs and kitchen setup,” said Deveen McNally, Founder & CEO of madesmart®. “By providing components that can be mixed and matched based on need, this product provides maximum functionality and customization without taking up precious counter space while keeping excess water and mess contained over the sink area.”

The *Everything Over the Sink*™ Station is expandable to fit over any sink size and made of durable, stainless steel that provides a place for drying dishes over the sink. A removable cutting board, made of Richlite, can be placed on top of the rack to transform the station into a convenient, food prep space. The portable, lidded containers easily attach to the rack to make food prep and a breeze. Perfect for storing cut-up fruit or vegetables in the fridge or use the containers to collect chopped items to transfer to a soup pot, stir-fry, or salad bowl. Also included is a large stainless-steel mesh strainer, that allows users to strain food or dry small utensils. All components are dishwasher and food safe.

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## **The Original Junk Drawer Organizer®, Launched in 1990 by Industry Leader, Madesmart®, Relaunches with a Modern Twist**

**SAINT PAUL, MINN. (March 17, 2024)** — As the industry leader in home organization products, madesmart® is excited to announce the launch of their new design of the Original Junk Drawer Organizer®. This innovative product is a modern take on the company's flagship product that first put madesmart® on the map in 1990. The new design pays homage to the original's purpose and functionality, sized to better fit the needs of today's consumer.

The Original Junk Drawer Organizer® has been a staple in households for decades, providing a one-size-fits-all solution to the dreaded junk drawer. However, madesmart® recognized the need for a fresh take on the original design that would better suit the needs of modern consumers. The new design features 12 compartments, a removable top tray, and a coordinating set of decals that can help take the guesswork out of organizing the drawer and provide permanent organization!

"We are thrilled to introduce the new Original Junk Drawer Organizer®," said madesmart® CEO, Deveen McNally. "The Original Junk Drawer Organizer® was a cherished addition to many homes so we wanted to pay tribute to that flagship product we launched over 30 years ago, while also addressing the changing needs of the modern consumer—making it easier than ever to finally close the drawer on mess."

Madesmart® continues to innovate and provide solutions for everyday organization challenges. The launch of the new Original Junk Drawer Organizer® is just one example of their commitment to empowering their consumers to create a more peaceful routine and functional home through thoughtful, and unique organization solutions.

The new Original Junk Drawer Organizer® will soon be available in major retail stores. With its refined design and practical features, this product is sure to be a hit among consumers. For more information on madesmart® and their products, visit their booth – located in the Clean + Contain section within the North Hall, N6911 or visit their website at [www.madesmart.com](http://www.madesmart.com).

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