



MEDIA KIT

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who WE ARE

Co-founders Gwen Weinberg & Anita Nadelson's friendship began in the hills of Tuscany while studying on a college program abroad. They stayed in touch for the next decade, through Gwen's move from Philadelphia to the west coast and Anita's years of working and traveling around the world, eventually coming back together in Seattle.

The two took advantage of the city's nurturing entrepreneurial culture and combined their skills – Gwen's at making things and Anita's at selling them – to create Three by Three Seattle. They have been in business since 1995, and hope for many more years to come.



co-founder · creative director gwen weinberg

Gwen exhibited the potential of a career in industrial design from a very young age, much preferring scissors, construction paper and glue to all other toys. Born in Philadelphia and now living in Seattle and Lisbon, Portugal, Gwen received informal training in art and design on both US coasts after obtaining an undergraduate degree in psychology and art history from University of Pennsylvania. She now considers it a gift for her own design vision to have not been boxed into one formal sensibility in her training; from the start of her career, beginning as a jeweler, metalsmith, and bookbinder, Gwen's designs have always gone beyond the obvious standard solution. From her innovative use of materials to her unexpected proportions, her concepts have forged entirely new product categories. Currently, Gwen is happy to be re-focussing on paper goods, returning not only to her early design years' bookbinding roots, but going all the way back to one of her earliest childhood pleasures.



co-founder · COO anita nadelson

Anita always wanted to run her own business. Her entrepreneurial spirit appeared at a young age, selling Bubble Yum on the playground in her hometown of Seattle. After earning a history degree from Connecticut College, she spent several years traveling the world and working in Paris, Florence, and New York. Both her business acumen and her love of travel have rubbed off on her three children, who have enjoyed several successful lemonade stands and schoolyard businesses. Anita has integrated the lessons learned from her passions and her varied work history into her business philosophy: have patience, take advantage of any opportunities that arise, treat everyone respectfully, and never stop innovating. She believes this code of ethics and transparency has cemented Three by Three Seattle's reputation for quality, customer service, and integrity.



AQUAFOLIO™ SHOWER ORGANIZING SYSTEM

Make a Splash! Three by Three Seattle's New Aquafolio™ Shower Organizing System Will Have You Singing Along.

Three by Three Seattle has hopped into the shower with their new aquafolio shower organizing system. Individual shelves, hooks, and baskets clip onto strong brackets and hold soaps, shampoo, loofas, razors and more. Removable adhesive allows customized installation across tiles. Shelves' open-ended slots double as hooks for hanging tools, and the angled shelf and hook design distributes weight backwards for added strength.

Explains inventor Matthew Frank, "After a fruitless search for customizable shower organizers, I became inspired to fill this apparent gap. Having a big family with varied shower accessories helped guide our initial development process – I learned a lot about loofas! – and we then defined our goal to create a strong, useful, versatile, and easy-to-clean collection."

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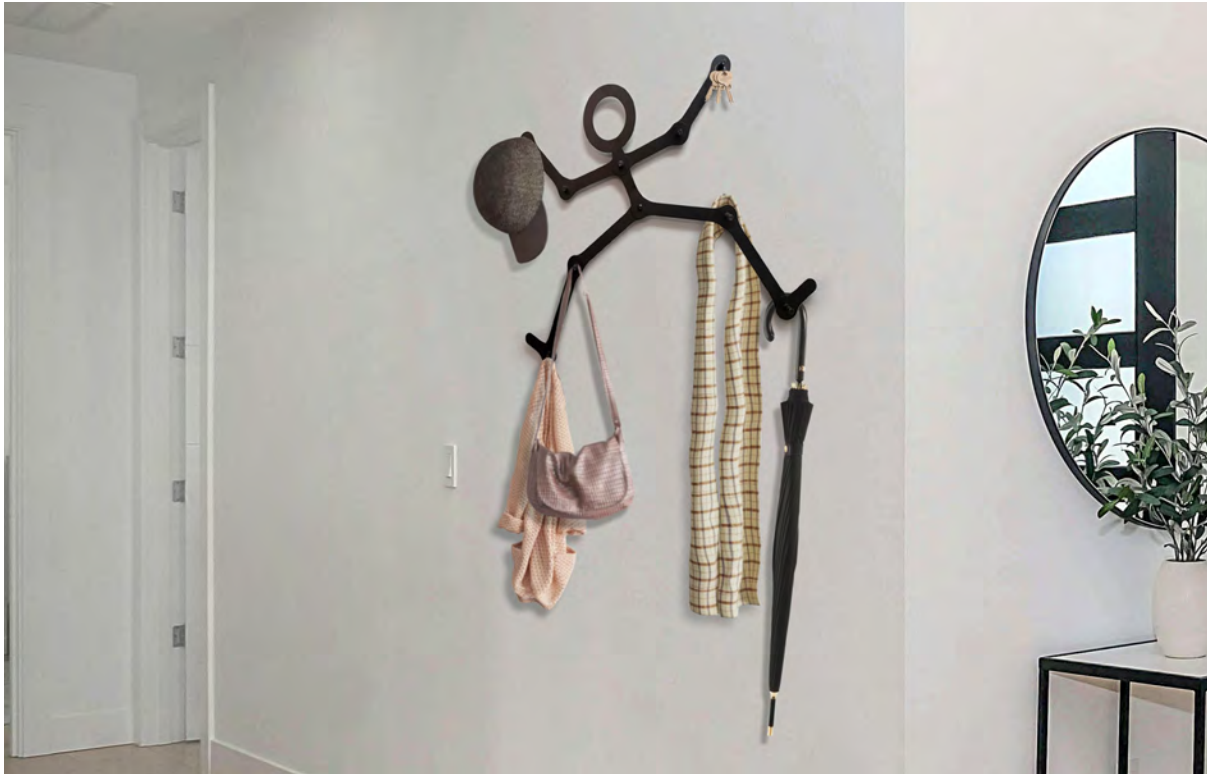
reSTOR™ RECYCLED ORGANIZING BINS

Restore you faith in humanity! Three by Three Seattle's reSTOR Collection
Reduces Clutter and Your Carbon Footprint

Expanding on their popular storage bin lines, Three by Three Seattle is introducing a new complementary collection. Rounded bins made with 100% post-consumer recycled PET help sort and organize every room of the house, and are elegant enough to stay out and about, enhancing decor. Cutout handles make toting easy, and fitted lids contain contents and allow bins to be stacked.

"I use bins all around my home," notes designer Ellen Thomson, "not just for storage, but also for easy clean-up. Having bins that are nice enough to enhance my decor, not needing to hide them in a closet, makes tidying that much easier. The different materials of this new collection work well in different rooms – the softer felt is perfect for the bedroom and playroom, and the harder plastic works perfectly in the bathroom and kitchen. And of course, because the material is fully recycled, this meets our sustainable goals."

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FIT•CHECK™ WALL RACK FLEXIBLE ENTRYWAY HOOKS

A Perfect Fit! Three by Three Seattle Racks Up Another Innovation with
WVvNew FIT•CHECK Wall Racks

Known for pioneering home and office organizers, including the first magnetic strip bulletin board and jOTBLOCK pads, Three by Three Seattle is at it again with their new FIT•CHECK wall racks. Playful and functional, the collection brings standard entry hooks to a new level, taking the form of Adult, child, baby, cat, and dog family members, which can expand and contract at the joints to fit available wall space at installation. Solid metal peg hooks at hands, feet, elbows, and paws hold coats, hats, umbrellas, leashes, and more. A simple line version adds a more standard design, while still offering the flexible installation. Spacers behind the racks are deep enough for hangers and scarves, and add a visually dynamic touch.

"Adding coat racks to our entryway collection was a natural choice for us," explains designer Gwen Weinberg, "and when I started to think about the design, I envisioned helping hands and feet on a figurative form. Soon the rest of the family was born, and we realized we had once again created something never seen before: a welcoming figure who greets you at the door and checks your coats and hats... no tips required!"

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FELT•LIKE•IT™ ORGANIZING BIN SETS

It's a Set-Up! Three by Three Seattle Feels Like Celebrating their
New Felt-Like-It! Sets

Three by Three Seattle has expanded their felt-like-it! felt storage collection. Now available in sets, these small two-tone organizing bins are made with 100% post-consumer felt, saving plastic bottles from landfills. Their 2-inch height is small enough for drawers, yet tall enough to contain and organize. Available in sets of 8 and 10, and introducing an innovation in felt bins: one expandable wing bin slides for a perfect fit inside drawers.

CEO Anita Nadelson notes: "We took direction from our best-selling metal drawer organizer sets and created similar sets with our felt bins, taking them one step further with an expandable side wing bin that make this set even more versatile. We continue to meet our commitment to sustainability with these fully recycled bins that offer a soft, attractive alternative material."

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about THE COMPANY

making busy lives beautifully efficient since 1995

Three by Three Seattle was formed after recognizing a need for home & office products which solve organizational challenges without sacrificing style. The company approaches design from a modern, playful angle, spinning ordinary useful items into display-worthy goods.

Their classic magnetic strip bulletin board was the first of its kind, paving the way for a new category: magnet message boards; their best-selling drawer organizer bins have made the desks of thousands of happy customers pop with color; their line of jOTBLOCK notepad & artist sets, with built-in supply compartments, merge efficiency, innovation, and form.

The company is currently focussed on incorporating sustainable materials and minimal, recyclable packaging into the line, and is committed to partnering with suppliers who adhere to strict social compliance regulations. Throughout its many years in business, Three by Three Seattle continues to offer delightfully unexpected organizing solutions to enhance homes and workspaces.

