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StuckOnTools Targets Entire Home With New Magnetic Storage Solution Collection

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to keep it in an area that people can afford," said Steve Sholem, CEO. "My goal is cutting down the frustration of trying to locate things." StuckOnTools takes its clutter-free solutions to many areas of the home, including the kitchen, garage, office and TV room.

For example, StuckOnTools is focusing on creating easier storage of and access to tools. The StuckOnTools tool organization system consists of a Magnetic Tool Organization board that is easy to install and has magnets that hold tools on the board. These can be placed close together, and longer tools, such as hammers, can hang below the surface of the board, said Sholem.

The strong, tiny magnets accommodate most tools. Smaller flat plastic tools, like tape measures can be attached to the board with round "Hook & Loop" closures, similar to Velcro. Larger boxes stay securely in place with Hook & Loop squares. With a magnetic hook system, heavier, conventionally harder-to-hang items such as rotary saws and electric drills can also be stored on the wall-mounted board.

Each tool has a specific magnetic spot on the board, which "encourages you to find what you used for your last project and put it back; it speeds up projects," said Sholem.

The Magnetic Tool board is constructed with baked-on powder-coat steel and is available in black, red or blue. The finish is said to resist rust and can be kept clean with just soap and water.

The tool organizer does not come with tools; however, StuckOnTools offers

magnetic tool sets such as the "Designer" line, featuring the board and tools with a floral design to appeal to female consumers, and the "Garden" line which features a board displaying small garden tools.

For the kitchen, StuckOnTools' has

wall, eliminating the need for storage canisters on the counter or in the cabinet, said Sholem. The user can dispense exact amounts of dry ingredients directly into their bowl without measuring cups. Inserts allow the user to dispense either

lows for the storage of non-magnetic and larger utensils. A Lazy Susan base rotates for easier access to tools and a handle at the top is designed to make the Kitchen Buddy easy to carry to the grill or table.

Hoping to eliminate storage problems in all rooms of the house, StuckOnTools has also introduced the Remote Buddy which houses multiple remote controls and finds lost ones, an organizational solution that Sholem said is not readily available in the marketplace. The Remote Buddy features four compartments, which hold the remote controls upright, along with a cup holder. If the remote is misplaced, the user can push a color-coded button linked to the controller that pinpoints the remote's location.

For the office, StuckOnTools' Office Organizer has created a complete set of holders—for business cards, rolodexes, letters, etc.—that are magnetically held on a board, which can either be hung by hooks designed to fit over any sized partition for a cubicle, or mount on a wall. "It clears up your desk. It's a time saver and an aggravation reliever," said Sholem.

StuckOnTools' products are targeted toward every retail channel, according to Sholem, including independent kitchen stores, home improvement centers, hardware stores, office stores and gift shops. All products are available now, except for the Kitchen Wall Food Dispenser, which will be available for orders by the Gourmet show.

StuckOnTools New Storage Is Magnetic

 BY LISA COWLEY
ASSOCIATE EDITOR

PHOENIX, AZ— StuckOnTools will showcase magnetic storage solutions at the Gourmet Housewares Show in San Francisco next month in response to the time-pressed consumer's desire for better tool and utensil organization.



Also in StuckOnTools new lineup is the Kitchen Wall Food Dispenser.

"Our motto is: Go from clutter to clean. Every one of our products was developed to solve a specific issue or problem for many different people, while still trying

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Touting storage solutions for every room, StuckOnTools has also debuted the Remote Buddy (left), the office set in periwinkle (above) and Kitchen Buddy.

introduced its Kitchen Buddy magnetic utensil holder and its new Kitchen Wall Food Dispenser. According to Sholem, "Many people who live in apartments never have enough space. Anything that takes [clutter] out of the drawer but doesn't take up counter space is a godsend." The dispenser mounts on the

1/3-cup or 1/4-cup amounts. It is available in red, white or black.

StuckOnTools' Kitchen Buddy, a similar concept to the tool organizer, has more than 100 square inches of magnetic stainless steel attaching surface, is available in a polished or brushed finish, and has a center-compartment that al-