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contact: Jesse DenHerder, VP Sales & Marketing
tel +1 888.276.5979 email jesse@kmnhome.com



ADJUSTABLE DRAWER ORGANIZER OFFERS EASY CUSTOM FIT, STYLE AND AFFORDABLE FUNCTION

TRAVERSE CITY, MICH. – Inventor Keith Nielson has designed a system for organizing kitchen drawers that makes finding utensils a snap for cooks, and offers orderly and attractive storage to please any household neatnik.

DrawerDecor™ keeps kitchen utensils such as spatulas, ladles, and ice cream scoops from shifting when a drawer is opened or closed.

"Our utensil drawer was always a mess," Nielson said. "The key to organization is having a place for everything, and having everything in its place. I looked at drawer organizers on the market and discovered that they only offered room for basic utensils and didn't provide the custom fit I needed for shapes, like our Pampered Chef® utensils. Plus, they weren't offered in colors that matched our kitchen or personal style."

Unlike generic-sized cutlery organizers made of wood, wire or molded plastic, or thermoformed trays which require consumers to choose the correct size, Nielson's design uses a non-slip rubbery material that is tacky to the touch, completely adjustable, and easily rinsed clean. His four-piece system includes a basemat that is quickly custom sized and three component parts which stick to the mat. Two sizes of elongated barriers hold handles in place, and triangular-shaped pieces keep the neck or head of a utensil from rolling or twisting.

DrawerDecor™ is available in KMN red, sky blue, lime, orange and iris. New colors will be added to the palette throughout the year. The basemat may be purchased alone, and pieces for the system are sold separately in packages of five.



Keith Nielson designs consumer products and holds the patents or has patents pending on items ranging from the Caution Clip safety device to cooling suits for bullet-proof vests. He licenses ideas to other companies for manufacturing and develops products himself or through his partnership in the Traverse City-based Foresight Design Group. A member of the United Inventors Association, he is among the top 10 percent of inventors in a proprietary network of innovators referred by Big Idea Group of New Hampshire to companies seeking input or ideas.

p . o . box 282
traverse city
mi
49685

address

888
276.5979

tel

413
845.8456

fax

kmnhome
.com

web



drawerdecor

drawerdecor is a product
of KMN Home LLC

about us

quite honestly KMN home is not your average housewares brand. and it's not that we just don't like to use caps, that just happens to be part of our identity. three of us have known each other since 3rd grade and the fourth joined our team since he is just one of those likeable fellas. our unique talents complement each other's in an incredible fashion and every day is a pleasure to come to work...or play, depending upon how you look at it. at our core, we have a passion for creativity and design, to innovate, build stellar brands and enjoy life. our product debut with drawer**decor** exemplifies our efforts to develop products that embody innovative luxury. however, with a number of other game changing products in the pipeline as well as some with a more mainstream feel, we are excited for the future of KMN home. stay tuned, we have only begun to scratch the surface.



keith m. nielson
founder

as founder of KMN home, keith is a true entrepreneur, inventor and artist. he has the vision to recognize the next logical step in the evolution of a business or product. he then has the drive to take that vision and make it become reality. keith just had his fourth child and we don't see him stopping anytime soon. keith lives in traverse city and also assists in the management of his family's long-held business.



kevin m. vann
president

kevin is responsible for the overall profitability, operations and performance of KMN home. with a background in naval architecture and marine engineering, kevin is also essential to the design process for new products as well as marketing collateral. kevin enjoys spending time with his wife and kids at their home in suttons bay and all that beautiful northern michigan has to offer.



jesse p. denherder
vp sales & marketing

jesse's knack for successfully combining his many talents and consumer product knowledge with the laws of marketing is highly regarded. as an award winning creative director, jesse brings a great deal of creativity to our marketing efforts. as sales manager, jesse's strong interpersonal skills are a great asset to our team. jesse lives in michigan with his wife and two boys, and bears an incredible resemblance to sean astin.



tommy s. hills
vp web & seo

tommy is KMN home's all things web, seo and tech guru. with degrees in computer science from u of m and work history as a senior web analyst for hagerty insurance, tommy has been instrumental in driving all viral media efforts and growing the consumer buzz. tommy lives in suttons bay with his wife and two children, is an avid camper and motorcycle enthusiast.

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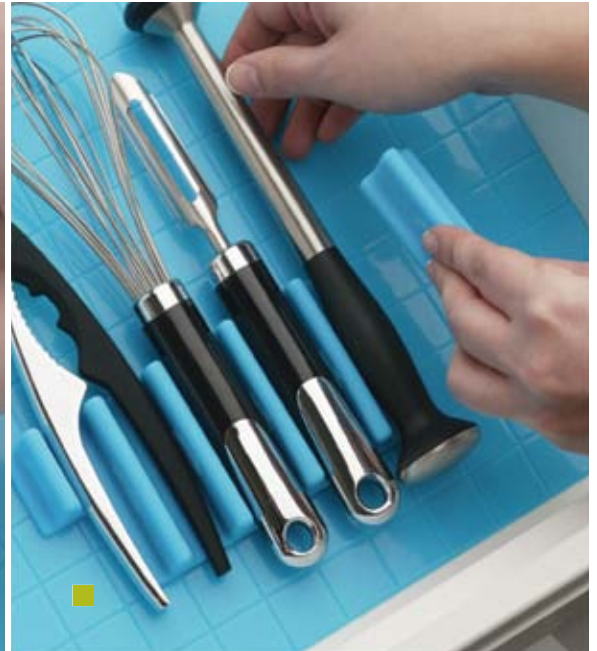


drawerdecor

drawerdecor is a product
of KMN Home LLC

customizable drawer organizer

drawerdecor™



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16 piece set includes



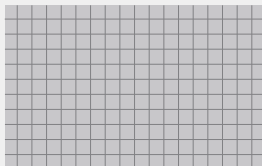
5 triangle divitz
0.72" x 0.72"



5 short divitz
1.5" x 1"



5 long divitz
3" x 1"



1 silicone basemat
20" x 14"

Additional pieces and color options are available at drawerdecor.com

Use any extra pieces to keep your other housewares in order. Put pieces in between plates or as an extra mat to hold glasses!



Maximize space with the power of divitz



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