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**FOR IMMEDIATE RELEASE**

**Organized Living to Feature New Products at the International Builders' Show**

**Cincinnati, Ohio (December 2024)** – Organized Living, the industry-leader in closet and storage solutions, is excited to showcase its top-tier product lines at the 2025 NAHB International Builders' Show in Las Vegas, Nevada, from Feb. 25-27th. We will show our latest innovations for our closet systems, alongside our innovative software designed to make closets simple and profitable for our partners nationwide.



Stop by our booth in the West Hall #W3607 and experience firsthand how we make closets easy. Discover how our high-quality products and industry-leading software can help you exceed your business's expectations.

**New Color Offerings**
We are excited to showcase two new color options: Truffle and Slate. Truffle, available in both Select and Classica, features a deep cream velvet finish with a hint of gray, offering a clean, contemporary look. Slate, exclusive to Select, is a dark gray suede finish that adds a modern, sophisticated touch.

"At Organized Living, we're dedicated to delivering innovative, lasting solutions that put our customers first," said John Kokenge, President and CEO of Organized Living. "Our new color additions bring a modern, refined touch to our product lines, perfectly aligned with today's trends. These updates reflect our commitment to quality and to exceeding customer expectations with on-trend, contemporary designs."

These stylish colors bring a refined appeal, with Truffle's soft hues creating a serene ambiance and Slate's rich tones adding a timeless elegance. Perfect for both Single Family jobs and Multifamily projects, these additions reflect current trends and elevate any space. Trust Organized Living for all your storage needs and unlock new design possibilities with our updated color offerings.

**Premium Hardware**
We will be featuring new stylish updates to our VUE and Select product lines, enhancing our hardware options for our customers.

We will highlight our new VUE chrome metal brackets in a variety of options, including 12" and 16" shelf brackets. These additions bring a polished, gap-free look that perfectly aligns with the clean, modern style that homebuyers and residents' desire. The new brackets are easy to install with a revolutionary adhesive strip that strengthens over time, providing support of up to 85 lbs per foot.

Meanwhile, our Select product line now offers sophisticated black hardware, including corner solutions, rod flanges, clothes rods, and long straight handles. This update adds a touch of timeless elegance, allowing homebuyers and residents to choose between a subtle, harmonious look or a striking contrast to suit their style.

**Innovative Software**
Whether you're working in Single Family, Multifamily, or Direct to Homeowner markets, Organized Living's innovative software solutions streamline every step in the closet process—from selection to installation. Designed to simplify processes, boost profits, and deliver exceptional results, our programs are tailored to meet the unique needs of our customers.

Closet Selector® is the only digital tool that makes closet upgrades easy for Builders, Dealers, and homebuyers. This comprehensive, integrated tool streamlines the selection and installation of closets for every area in the home. Whether you're involved in custom, semi-custom, production, or remodeling projects, Closet Selector will boost your profits without increasing the home's base cost.

Bid360® makes adding high-quality storage and organization solutions to your properties easy. Designed for Multifamily professionals, this innovative tool combines an intuitive user interface, advanced artificial intelligence, and error-free data analytics to outperform other construction project management tools. From takeoff to completion, Bid360 ensures projects stay on budget and on time.



**High-Quality Products**
Organized Living was recently honored as the Best Home Organization & Storage Solutions Provider at the 2024 BUILD Construction & Engineering Awards. This recognition underscores our dedication to delivering high-quality storage systems that captivate both homebuyers and residents. From fixed ventilated options to luxury built-in solutions, we offer a comprehensive range of products engineered to last a lifetime.

- **Fixed Wire:** We offer two economical fixed Ventilated Wire systems. Shelftech™ is our economical grade wire shelving for price-conscious projects, matching the competition. Lifetime™ is the strongest fixed wire solution available on the market, holding 75 lbs per foot of shelving providing the strength and durability homebuyers and residents expect.

- **Fixed Wood:** VUE® is a refined fixed wood shelving that provides the look and strength customers expect. VUE is the new standard for Builders and Multifamily professionals and is the perfect step up for homebuyers and residents who prefer solid shelving over wire.

- **Adjustable:** freedomRail® offers unmatched versatility and adaptability, making it the ideal storage solution for every homebuyer and resident. Its patented design requires only the Rail to be attached to the wall—no blocking needed—allowing components and accessories to be easily adjusted over time. As the only fully adjustable storage system that works throughout the entire home, freedomRail empowers homebuyers and residents to personalize and enhance their space without tools, even after move-in. Plus, it meets ADA requirements, ensuring accessibility and convenience for all ages and abilities.

- **Traditional Built-In:** Select® is the ideal built-in closet solution, offering high-quality, affordable storage for both Builders and Multifamily professionals. With its premium features and traditional design, Select meets the demands of homebuyers and residents alike, enhancing property appeal and adding a high-end look that stands out. Multifamily professionals can rely on Select® to help differentiate properties, boost rental income, and improve resident retention, while Builders can provide homebuyers with a storage solution that meets their demands like never before!

- **Custom Built-In:** Custom storage with built-in luxury, Classica™ combines beauty and strength to create custom storage solutions designed to last a lifetime. Classica maximizes form and function for homebuyers and residents who clearly understand their storage needs.

Join Organized Living at Booth #W3607 in the West Hall at the 2025 NAHB International Builders' Show. Explore our cutting-edge products, innovative software, and connect with our experts to learn how we can elevate your business. Schedule a demo beforehand here or stop by to see how we make closets easy!

About Organized Living

*Organized Living brings superior storage and organization to the world through strong products, strong people and a strong brand, helping people organize their lives. From the closet to the kitchen to the garage, Organized Living offers high-quality, innovative storage and organization products that make everyday life easier and sells through professional installing dealers across US and Canada, retailers and online retailers. www.OrganizedLiving.com.*

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**Top Closet Trends for 2025: Meeting Homebuyer Expectations**

**Cincinnati, Ohio (Month, Year)** – Are you seeking the latest home trends to elevate your designs? Organized Living, recognized as the Best Home Organization & Storage Solution Provider during the 2024 BUILD Construction & Engineering Awards, understands what today's homebuyers want. Closets are no longer just functional spaces—they've become design statements that reflect personal style and enhance daily living. For 2025, innovation and luxury take center stage in storage solutions.



**Customization That Fits Every Lifestyle**
Homebuyers increasingly want closets that adapt to their unique needs. Adjustable shelving, modular systems, and flexible layouts are must-haves, especially for high-traffic areas like closets. By seamlessly blending storage with personalized aesthetics, today's closets offer both function and flair.

**Mixed Material Magic**
Combining materials like wood, glass, and metal is becoming a hallmark of modern closet design. Think glass-front cabinets paired with textured wood doors or open shelving that integrate sleek metal finishes. These contrasts add depth and a contemporary touch to traditional spaces.

**Minimalist Design, Maximum Storage**
Less is more when it comes to closet aesthetics. Streamlined designs with hidden storage options help create a clean, clutter-free look. This minimalist approach appeals to buyers seeking efficiency and simplicity in their homes.

**Luxurious Interior Details**
Luxury is in the details. Features like soft-close drawers, leather linings, and premium hardware are becoming essentials in upscale closets. These touches not only elevate the closet's functionality but also create a polished, high-end experience.

**A Nod to Nature with Biophilic Design**

Closets are embracing biophilic design elements, bringing the calming effect of nature indoors. Natural wood finishes, green accents, and even small plants are making their way into these spaces, reflecting a broader trend of incorporating nature-inspired designs throughout the home.



Stay ahead of the trends by incorporating these elements into your offerings and give homebuyers the closets they'll love in 2025 and beyond.

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**Organized Living Expands Product Lines with Sleek Finishes and Modern Hardware**

**Cincinnati, Ohio (December 2024)** – Organized Living is thrilled to unveil exciting updates to our Select® and Classica™ product lines, featuring two stunning new finishes—Truffle and Slate—and the addition of timeless black hardware. These updates showcase our dedication to innovative, stylish, and sustainable solutions for modern living.

**New Color Offerings: Truffle and Slate**





Our latest color additions are designed to elevate any space with sophistication and elegance:

- **Truffle**: A velvet finish in a deep cream with subtle gray undertones, creating a clean linen look that exudes contemporary charm. Available in both Select and Classica with White hardware.
- **Slate**: A suede finish in a rich, dark gray, perfect for achieving a modern and sophisticated aesthetic. Exclusively available in Select with Nickel hardware.

These captivating new shades are thoughtfully curated as part of our new color collections: Serene Getaway, Heritage Reserve, and Coastal Charm. Each collection is inspired by timeless design principles, offering versatility and beauty to any home or project.

**Explore Our Color Collections**

Our new finishes join an array of carefully selected colors that form the foundation of Organized Living's design philosophy. Visit our Color Collections page to explore all our offerings and find the perfect match for your next project. From soft neutrals to bold statements, our palette ensures endless possibilities for creating stylish and functional spaces.

**Black Hardware: A Timeless Upgrade**



We are proud to introduce black hardware to the Select and Classica product lines. This versatile, on-trend option pairs effortlessly with various finishes and adds a sleek, modern touch to any closet. Durable and stylish, black hardware is an investment that aligns with enduring design trends, making it ideal for Single Family and Multifamily projects alike.

With Truffle, Slate, and black hardware, Organized Living continues to lead the way in offering innovative, timeless, and sustainable solutions. These additions reflect our commitment to exceeding customer expectations and delivering products that enhance both form and function. Elevate your next project with Organized Living—where style meets sustainability.

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**Organized Living Named Best Home Organization & Storage Solution Provider**

**Cincinnati, Ohio (December 2024)** – We are proud to announce that Organized Living has been named the Best Home Organization & Storage Solutions Provider during the 2024 BUILD Construction & Engineering Awards. This recognition highlights the dedication and innovation that sets us apart in the construction and engineering sector.

The BUILD Construction & Engineering Awards have become a respected platform for recognizing companies that are pushing boundaries and transforming their industries. Now in its ninth year, the program celebrates those making impactful contributions.

This award is a testament to our commitment to delivering top-tier organization solutions. From partnering with Builders to providing high-quality, customizable storage systems, we are dedicated to creating products that simplify daily routines and meet the needs of modern homes.



As evolving demands continue to reshape the construction landscape, we're proud to stay at the forefront, offering closet solutions that embrace efficiency, sustainability, and precision. Being recognized by BUILD Magazine in such a competitive field is an honor that reflects our hard work and passion for innovation.

"We are truly honored by this recognition and excited about the future innovations our product development team is working on," said Sarah Wise, Single Family Marketing Director at Organized Living. "This award reflects our unwavering commitment to delivering innovative, high-quality products while providing today's homebuyers with exceptional storage and organization solutions."

To learn more about the 2024 BUILD Construction & Engineering Awards and view the full list of winners, visit BUILD Magazine.

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