

Housewares Show, 2009
25 March 2009

Impressions from the show

ATTENDANCE

First off, Paul and I were very surprised at the attendance. It wasn't very crowded—at all. Paul mentioned in past years, navigating the aisles was difficult.

EXHIBITRY

Kind of struck by the **lack of multimedia presentation**. And the lack of retail tools for promoting products in the retail environment. Maybe that's because the show is more about showing off your goods, than helping a retailer sell them? This show was quiet compared to others I have attended. Could be result of the traffic pattern and how it was broken up...also could be I compare everything to CES in 1999. HA.

The Soda Stream booth had graphics printed on Sintra that were then screwed into an adjustable frame that could go double decker. It was cool. Even though the booth was closed in, it felt open and airy because the sight lines were mostly low, except for the tall piece in the middle.

There was **a lot of fabric being used for display purposes**. Some was printed, some was not. Suspended in a frame or clipped to a frame, it was much more airy than the wood/metal laminate contraptions I have worked with in the past. It just had a much lighter feel and seemed more upscale.

Huge emphasis on sustainability and recycled materials. Did anyone see the tyvek honeycombs used as walls and platforms? They are lightweight, fold up flat and light goes through them. **THEY WERE SO COOL!!** We saw them in the Prepara booth. Prepara is out of NYC and manufactures all kinds of cool kitchen gadgets.

COLOR

The prevalence of metallic candy apple red finish.

We saw it everywhere. Paul seemed to think this was a Target influence...manufacturers targeting the seasonal Target endcap. I wondered if it wasn't an industry reaction to the reintroduction of the Chevy Camaro this year...in that candy apple red. It was hot and I was drawn to it—everywhere. And I don't even like red appliances!

Also spent some time in the **color trends presentation presented by Pantone** and was struck by the neutrals (which are not all grey and beige) and the jewel tones—much more pure in hue than before. We tried to get some photos of the display walls and I am going to order the book (at \$385) that walks through the research. It will be nice on my coffee table and allow me the snootiness of stating “that color is hot in the trend markets right now”







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DISPLAY IDEAS

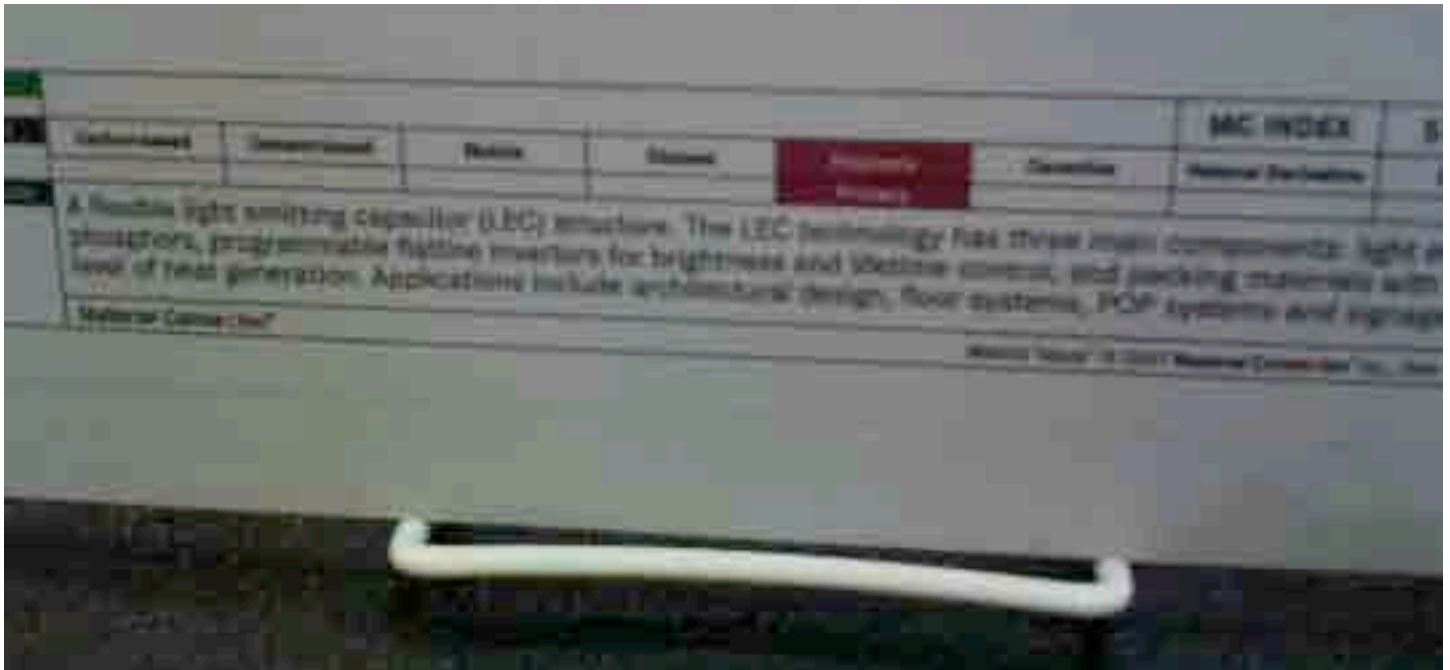
Corrugated promotional displays that are as sturdy as endcaps, designed with shelving and so forth—fully printed to look like proprietary shopping environs. **The company name is Heritage Mint.** www.heritagemint.com. I thought it might be interesting to look into constructing spinner mounts out of that kind of corrugate and skinning it with something to finish it like edge banding. Could reduce the weight immensely but wonder if the quality impression would be diminished as well. Corrugate is a nice way to inexpensively create a unique shopping experience like on an endcap, and customize it without all the investment since it's a temporary kind of display usually. The corrugated can be easily folded and connected together to create new dimension in the retail environment.

Interesting use of bamboo as well as a sustainable but natural material. Seems lighter than wood. In the designer section on sustainability, they had those balance rocks made from bamboo. They were amazing.



That light emitting piece of paper? That was amazing technology and made me wonder if it could be used to replace light boxes? Or be used to illuminate a display or backwall in a dark area (like behind a bunch of spinner mounts). It ran on a AA battery.





The LEDs embedded in the thin piece of clear plastic film...that was cool. I wonder what the cost is and where you can get it.

The aluminum material that was fused with plastic was cool too. It would make a great sound barrier, but decorative texture.

Emphasis of texture in the DeLonghi booth with the black on black graphics both on the display and on their product and their smart campaign theme, Counter. Culture. That was hot.

OH YES, and I almost forgot.

We got a great shot of a zebra snuggie, because Paul wants one. ☺ And right after he walked by, the snuggie fell of the mannequin. HA! And she was naked underneath!!!

