

Snapware Steps Into Home Storage

By Andrea Lillo

NEW YORK—With its heritage in food storage, Snapware has stepped into the home storage category in a big way with its new Smart Store system.

Based on the success of an organizational system sold in North Europe by its sister company, and which outsells the commodity, less-expensive product there, Snapware believes that this group fills a need in the marketplace. “There’s a lot of home storage products out there,” said Heidi Slocumb, director of marketing, “but not a lot of organization.” With Smart Store, “You can organize any room of your home or outdoors,” she said. “We’re about making organizing your home and life easy.”

Smart Store has 15 different sizes that are modularly designed so “no matter what size shelf or space you have, it will fit.” The product is also color-coded by shelf depth—10, 12, 14, 16, 18 and 20 inches—which is unusual in the category, she added, as competing containers are usually labeled by volume, such as gallons, quarts, etc. Labeling by volume “is not helpful for consumers, as they don’t know—or care—how many gallons of liquid a large storage tote will contain,” she said.

Sizes and retail prices range for about \$5 for the smallest box, measuring 10 by 7.5 by 3 inches to \$20 for the largest, at 20 by 15.5 by 12 inches. The line is available in clear and solid black, and for the holiday season, clear vessels with red and green lids.

The company also recently bowed its tempered-glass food storage collection, called GlassLock. The advantage is that it’s airtight, Slocumb said. “Others are not airtight.” Manufactured to withstand repetitive use in the refrigerator, freezer and microwave, the line includes rectangle, square and round shapes in seven sizes, from 1.7 to 8 cups. Retail prices will range from \$6.99 to \$14.99. ■



Snapware's Smart Store system has 15 sizes of storage containers to fit a number of spaces.