



# Metro Detroiters: Organize your Homes Quickly, Effortlessly and Affordably with The Shelving Store

The SHelving Store, July 25, 2007

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*Home storage is one of the fastest growing trends in home improvement, however Southeast Michigan has been lacking in these specialty stores...Not Any More!*

PR9.NET July 25, 2007 - Madison Heights, MI – The Shelving Store ([www.theshelvingstore.com](http://www.theshelvingstore.com)) now provides home storage solutions to Metro Detroit through our extensive online e-store and the convenience of our brand new showroom in Madison Heights--offering in-home customized installations. Visit our 1,800 square foot new home storage showroom offering a unique and visually pleasing, boutique shopping experience. The user-friendly layout of the showroom is divided into specific lifestyle sections for each room in your home including the closet, kitchen, office, laundry room, living space, kid's space and garage.

"As our customer mix grew, so did the demand for shelving systems designed for residential use--and we were well positioned to bring a large offering of exclusive, customized home storage solutions to homeowners," said Joe Schodowski, president of Shelving, Inc. The Madison Heights company has been at the forefront of residential and industry shelving and storage systems for nearly 50 years.

"The visual presentation of the products is key; everything from the paint colors to the aesthetics of the materials and props was taken into consideration when creating the showroom," said Schodowski. "The complete presentation portrays a sense of calmness and tranquility, after all, what we are really selling is 'the organization of life's stuff', which ultimately de-stresses customers from their clutter problems."

One distinctive advantage The Shelving Store has over competitors like The Container Store (a large home storage chain and an online retailer) is that The Shelving Store consultants come directly to your home and do all the measuring, as well as the complete customized installation. "This is a tremendous convenience for local Michigan homeowners," said Schodowski.

As of July 1, The Shelving Store is one of only two U.S. retail outlets licensed to sell elfa® products; the other, The Container Store, currently has no locations in Michigan. "We offer elfa® systems because they are designed and engineered like no other in the world--and the functionality is endless. Our customers continually tell us that elfa® has changed their lives, " said Schodowski.

Come by and see for yourself! The showroom (in the front space of the Madison Heights distribution center) is located at:  
1444 East 11 Mile Road (between John R. Road and Dequindre Road)  
Madison Heights, MI 48071  
248.547.2400

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## About The SHelving Store

About Shelving, Inc.

Shelving, Inc. has been at the forefront of providing customized shelving and storage solutions for industry and business for since 1960. One of the top shelving distributors in the country, Shelving, Inc. has over 20 employees with two global distribution centers and a commercial e-commerce web site, [shelving.com](http://shelving.com). The Shelving Store is a multi-channel retailer of home storage systems consisting of a storefront, catalog, personal design team, and e-commerce web sites [theshelvingstore.com](http://theshelvingstore.com) and [shelving.com](http://shelving.com).

<b>Phone:</b>	800.637.9508
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