

Americans love their stuff

Americans lead the world in accumulation of stuff. Precious items that they must have, but don't have time to use them or a room to store it.

From the infomercial deals they couldn't live without, to the voluminous amounts of equipment needed for all the families sporting activities, to the precious family antiques or treasures they have to keep, Americans love their stuff.

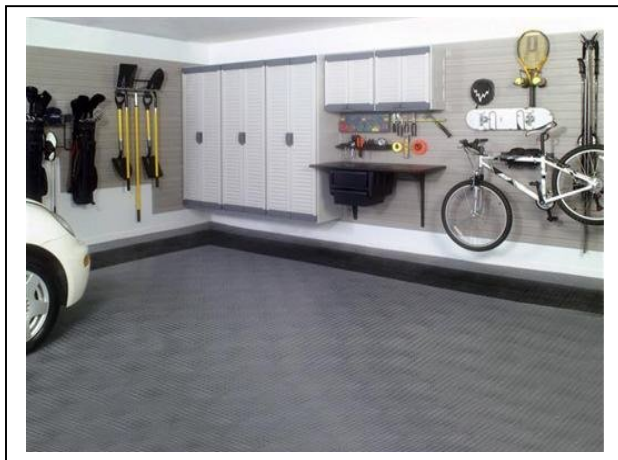
So where do Americans store their stuff that they don't really need, but can't do without? The final dumping ground ... the garage. While the garage has steadily increased in size over the years, so has the amount of stuff Americans accumulate.

Over the last two decades the average garage size has almost doubled and over the last decade we have seen a 60 percent increase in three car garages. Unfortunately, the increase in space has allowed Americans the ability to buy more stuff. Approximately 30 percent of Americans cannot park their car(s) in their natural habitat, the garage. While the garage is supposed to be the shelter for Americans' pricey vehicles, there is simply not enough room due to the amount of stuff. Thus, the need for garage organization products and services.

Organization products and services is now a \$3 billion industry, with garage organization being the fastest growing home improvement sector there is in the home improvement industry. Organizing the garage is the improvement du jour these days. It used to be the closets, but now it's the garage.

Twenty years ago 90 percent of Americans had a single rail in their closets. Now closet organization systems are a common place in most new homes and companies like Closet World and California Closets have created a multi-billion dollar industry. And just like the influx of products and companies remodeling your closets, the same is now true for your garage.

Today there are all kinds of cool new products for the garage to make it both more useful and more attractive. One of the hottest items in the garage organization industry is slatwall. Similar to the slatwall seen in almost every woman's clothing store, but design specifically for the wear and tear of the garage.



Instead of particle board slatwall, garage slatwall is designed from industrial grade Cellular PVC that is water proof, bug proof, fire rated and can hold 10 times the weight to that of a particle board slatwall. Slatwall can be installed floor to ceiling, through out the garage, turning every inch of your garage wall into potential storage space. All your hooks, racks, shelves and even cabinets hang on the wall. This allows you to get your stuff off the ground and onto the wall and leave your garage floor for what it was designed for...your car. And a garage slatwall organization system creates a completely modular garage. All the hooks and cabinets that hang on the wall can be moved or rearranged as your needs change. Also, it allows for growth. Need to hang some more gardening tools? Add some more hooks. Need more storage? Add another cabinet. The possibilities are endless.

An organized garage can actually increase the value of your home and save you money. If you consider the price people pay for monthly storage units, because they can't store stuff in their garage. And if you consider the average price of square footage for LA real estate, around \$300 sq ft, not being able to use your garage is costing you money. Plus if you're not parking your cars in your garage you could be spending more money on car insurance. With insurance companies providing you a discount of up to 10% off your annual premium, that could save you around \$200 a year or more.

So you see, a little effort and leveraging some new products for the garage, can go a long way to providing an organized and useful place for all your stuff, including your car.