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**25 PRODUCTS NAMED 2007 DESIGN DEFINED HONOREE AT INTERNATIONAL  
HOME & HOUSEWARES SHOW**

***Twenty-One Companies Awarded for Products Ranging from Cleaning Products to Clothing  
Care to Home Decor***

CHICAGO (March 13, 2007)—The International Housewares Association has announced the honorees of its third annual *Designed Defined* product design initiative at the 2007 International Home & Housewares Show held at Chicago's McCormick Place March 11-13. Twenty-five innovative products for cleaning and organizing the home were named as *2007 Design Defined Product Design Honorees*.

The products were selected by Design Finders, teams of young designers, experienced practitioners and educators from the University of Illinois-Chicago's Interdisciplinary Product Development Program. They scoured hundreds of exhibitors in the Clean, Contain & Outdoor Domain Expo in the North Building and the Home Décor category in the Dine & Design Expo in the South Building, searching for products that exemplified a commitment to design while achieving a solution to common household cleaning, storage and home décor issues.

“The purpose of the *Design Defined* program is to bring attention to those companies that have placed a premium on quality design,” said Phil Brandl, president of IHA, which sponsors the Show. “We are pleased to announce the results of this pioneering effort.”

Design Finders evaluated products according to five standard design criteria:

- Innovation: How is the design new and unique?
- Aesthetics: How does the appearance enhance the product?
- User: How does the design solution benefit the user?
- Environment: How is the product ecologically responsible?
- Impact: How did or might the product impact the market and the company's business?

Recognized as *Design Defined Product Design Honorees* are:

-More-

**Design Defined Honorees/Add One**

**AquaVista Enterprise, Inc.**

*Picture Frame Aquarium*

**Casabella**

*Hanging Lint Roller*

*Clip-On Squeegee*

**Dazzl Co., Ltd.**

*Double Sided Ironing Board*

**Delta Design Company**

*Bach Garment Hanger*

*Vermeer Shelving Unit*

**Eat-Sleep-Play (Progressive Int'l. Corp)**

*6-in-1 Multi-Opener*

**Ecopod**

*Home Recycling Center*

**ETL-Energy Technology Laboratories**

*Oxygenics Showerhead*

**Harvest Enterprise**

*Solar Camping Lantern*

**HOMZ, Home Products**

*On-the-Go Landry Bag Line*

**Insight Imports**

*Natural Flower Lights*

**KeepeeZ**

*Vacuum Lid*

**KNG America**

*Auto Dispense Organic Air Freshner*

**L & S America**

*Pelota LED Lamp*

**Like-It Co., Ltd.**

*Like-It Media Storage Center*

**Mia Grill Company**

*Infusion Grill*

**Oasis Concepts**

*Small Cutting Board Cart*

**simplehuman**

*Slim Toilet Brush*

*Flip & Fit Shower Caddy*

**The Companion Group**

*Katie Brown Tableware*

**The Frank Group**

*The Wave Box—portable microwave*

**Umbra, LLC**

*Power Hook*

*Prop Cookbook Stand*

**Z-Innovative Products, LLC**

*Z Broom*

Click here for a Powerpoint presentation of the honored products.