

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

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Press release from: [The Shelving Store](#)

Agency: **Brand Labs**



Home storage is one of the fastest growing trends in home improvement, however Southeast Michigan has been lacking in these specialty stores...until now.

Madison Heights, MI – July 26, 2007 – The Shelving Store (theshelvingstore.com) now provides home storage solutions to Metro Detroit through an extensive online e-store and the convenience of a brand new showroom in Madison Heights--offering in-home customized installations. Visit the 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 other large home storage chains and online retailers 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. “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.

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

About Shelving, Inc. & The Shelving Store

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. 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 and shelving.com.

The Shelving Store, Inc.
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[You can find this press release here](#)