

Decorator's Notebook

Creating The Dream Closet: More Space, Designer Looks

(NAPSA)—It's common knowledge that the simplest way to increase the space in your cramped closet is to add a second pole.

Ideas like this were generated more than 20 years ago by companies such as ClosetMaid and a 17-year-old college freshman, who lived in a dorm. His closet couldn't hold both his clothes and textbooks. The student, Neil Balter, became known as the guy who founded the California Closet Co. with a client roster that included Sylvester Stallone, Dolly Parton and Kevin Costner.

Today "the closet guy" is a consultant for ClosetMaid (www.closetmaid.com), developing a line of custom closet systems. He trains installing dealers throughout the country in the intricacies of designing closets for homeowners who want more space and an upscale look at an affordable price.

"People are remodeling their closets like it's another room," says Balter. "We offer a design and closet system tailored to the individual owner's needs."

The home organization business has evolved into a \$2.3 billion industry, according to HFN (Home Furnishing News). An HFN online consumer poll reported that more than 65 percent of 305 shoppers surveyed were most likely to buy storage items within six months. More than one-third of the respondents said they needed more bedroom storage space. Fifty percent said they would most likely purchase shelving; 38 percent said in-closet organizers.

ClosetMaid's custom laminate



Don't hang back—Creating your dream closet is a lot easier than you would imagine.

system called "MasterSuite" starts from \$350 for a typical reach-in closet. MasterSuite comes in "Clean White," "Natural Maple" and "Warm Cognac," a rich, new shade. The system offers cabinets, shelves, drawers, baskets, racks, cubbyholes and chrome hardware. New extensions to the line include 96" tall storage towers to accommodate the higher ceilings of larger custom-built homes, full raised-panel doors and new drawer and shelf widths.

"Consumer needs may change but one thing remains the same," he added. "We will always want more storage space even though we wear only 20 percent of the clothes we own."

Free Brochure

A free brochure, *Tips for Creating Your Dream Closet*, can be ordered by calling 1-800-874-0008. Or contact a ClosetMaid installing dealer (listed under "Professional Installation" on www.closetmaid.com).