



Yube's new modular furniture cubes can be used for the home or office in a variety of configurations.



Yube Introduces Versatile, Modular Furniture Storage Cubes

BY MIKE DUFF
SENIOR EDITOR

BOSTON— Yube is a new product that demonstrates how suppliers are incorporating innovation in design, construction and marketing to ensure that an introduction has the potential to grab consumer attention and, by doing so, the interest of retailers.

The introductory effort also provides the substance to help sustain a \$30 per cube pricepoint for a product designed as a modular alternative to traditional case goods and even furniture.

With a European influence in style, Yube crafted the 13-inch cubes from recycled and biodegradable materials including reconstituted sugar cane husks and thermoplastic mixed with bamboo and timber waste fiber. Yube founders, Errol Drew, company chairman, and Jeff Greenstein, president, engineered the modules to lock together easily and securely in horizontal or vertical orientations. In that way, they can be used as wall units but also in the creation of alternative tables, desks, room dividers and other furnishing pieces. Accessories offered include doors, shelves, feet and drawers that make Yube-based constructions functional furniture pieces.

If that is tough to envision, Yube ensures that any confusion or skepticism that arises in association with its products can be readily allayed online at yubecube.com.

The interactive website is the centerpiece of introductory marketing and already a functional cornerstone

platform. It includes a customization tool that allows consumers to virtually assemble a variety of arrangements— and, thus, furniture pieces— using Yube cubes and accessories. In that way, consumers can envision how they might configure the components at home.

"As much as possible, we've tried to let consumers use our website to play with the Yube in a fun and different way," Greenstein said, and, "essentially come as close as possible to actually touching it. How many sites allow you to build a piece of furniture to scale and then put your own designs on it? Down the road we plan to make the site even more interactive, allowing users to post pictures of their creations and configurations, etc. We believe that this sort of experience will really draw consumers into the Yube."

Although the website is designed to thoroughly serve the Internet shopper, Yube's principals recognize that consumers who prefer to shop up close and personal— and who need to handle home furnishings— products to ensure their quality— still prefer appraising potential purchases in traditional retail settings.

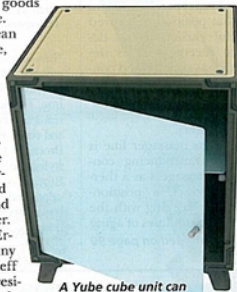
To that end, the company attended the most recent International Home + Housewares Show in March to introduce a wide range of retailers to the product. As part of efforts aimed at broadening distribution, the company has expanded its marketing campaign.

Beyond the website, Yube is pursuing public relations initiatives to trade and consumer magazines as well as consumer-oriented media advertising,

blogger contacts, search engine optimization efforts and direct outreach to customers of "The Art of Design."

Drew and Greenstein are behind Delta Design, one of three participating groups operating The Art of Storage, a business that has developed a reputation for stylish bike, sporting goods and

home organizational products. Art of Storage products are available through the company's website as well as retailers such as Amazon and Target. Yube is a business Drew and Greenstein operate separately from The Art of Storage but one that inevitably builds on their experience with it.



A Yube cube unit can be used for storage and organization needs.

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