



Innovative Ideas for the Garage



Bill West, CRS

GarageTek® and Whirlpool® Corporation champion the crusade to reinvent the Great American Garage

Two prominent national companies lead the way in helping home owners to reinvent their garages. Start up GarageTek® and corporate giant Whirlpool® Corporation have developed their own proprietary product lines to completely furnish and accessorize residential garages. Each company in its own way is impacting this nascent industry.

GarageTek®

The idea for GarageTek® was hatched in 2000 when company founders Marc Shuman and Skip Barrett were traveling through the hinterlands of Texas after having met with a corporate client. At the time, both men were employed by International Visual Corporation, a manufacturer of store fixtures and visual merchandising equipment. IVC had recently developed what is known today as Tek Panel. Tek Panel was designed to replace the medium density fiberboard slatwall that many retailers use to display merchandise.

The quest was on to expand the uses for Tek Panel. Marc and Skip probed various industries looking for new applications for this innovative product. Numerous ideas were bantered between the two. Then Marc remembered a store that sold an assortment of products to organize residential garages. From this idea, came a flash of inspiration both men embraced. Tek Panel was the foundation on which other products could be developed to furnish an entire garage. After several months of intense market research, the business model was built. New York-based GarageTek® began selling complete garage-furnishing systems to the public in 2001.

**GARAGE
TEK**
The world's cleanest garage

Wouldn't you prefer a clean, functional, and organized garage?





These tall cabinets can be moved to wherever **Tek Panel®** is installed.

The workbench can serve each member of the family for hobbies, crafts, projects, repairing equipment and so much more!

Store it high and away for seldom-used items to conserve valuable wall space.



www.GarageTek.com

GarageTek® distributes its products through its franchise system. Franchises sold quickly in the Eastern states. Now the company is rapidly selling franchises throughout the country. Stiff competition exists in some regions where franchisee-hopefuls vie for the opportunity to own a GarageTek® franchise.

A home owner can contact a local GarageTek® representative to obtain a custom layout and design at no charge. The layout and design include a wide selection of shelving, cabinets, and accessories that the home owner chooses to furnish the garage completely. Most installations can be completed in a day or two.





Imagine being able to store conveniently virtually anything off the floor. This sampling of accessories from **GARAGETEK®** shows their versatility and how easy they are to use.



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