

# PRIDEFAMILYBRANDS



Corporate Contact:  
Sylvia Henderson, Marketing Manager  
Publicity Contact: Laurie Rudd, laurie rudd public relations  
Email: [laurieruddpr@suddenlink.net](mailto:laurieruddpr@suddenlink.net) Cell phone: 252-714-5377

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## Baker's Rack / Storage Unit Added to Pride Family Brands' 2009 Introductions *Multipurpose Storage for Enhancing Outdoor Rooms and Outdoor Kitchens.*

Hollywood, FL -- Pride Family Brands, designers of handcrafted casual furniture, introduced an addition to its line of woven aluminum storage units with the new Baker's Rack Storage Unit. Designed to enhance storage capabilities within outdoor rooms or outdoor kitchens, the Pride Baker's Rack Storage Unit incorporates the detailing found in the all new line of storage units with the popular étagère or adjustable outdoor shelving that has been in the Castelle® line.

"Storage options for the outdoors have been very limited to date," said Jamie Lowsky, CEO, Pride Family Brands. "With our line of outdoor storage units, homeowners are no longer stuck with plastic containers, but now can easily coordinate with their seating or dining pieces." The Baker's Rack is available in multiple finishes and coordinates with multiple collections within the Castelle® line. Each piece is constructed to be durable and functional whether used inside or outside.

"At the recent Pre-Market, we realized the popularity of the line of storage units we introduced," said Rory Rehmert, Vice President of Sales and Marketing, Pride Family Brands. "We incorporated the look and function into a shelving unit to create another innovative product. Our customers expect the latest trends from us and we were able to deliver with not only this unit, but the entire storage line."

For more information about Pride Family Brands and their distinguished lines of outdoor furniture visit [www.pridefamilybrands.com](http://www.pridefamilybrands.com) or contact 954-735-9800.

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**About Pride Family Brands --** For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

