



Contact: Jennifer Dusina  
Marketing Coordinator  
513-277-3746 (direct)  
jdusina@schultestorage.com

## freedomRail Celebrates 10 Years!

**Cincinnati, OH (April 26, 2011)** freedomRail, SCHULTE's most versatile product line, celebrates its 10 year anniversary. Since 2001, freedomRail has grown from an adjustable shelving solution into an award winning storage solution adding O-Boxes, multiple finishes and a full line of accessories.

"We attribute freedomRail's 10 year success to the increasing demand from consumers for efficient storage solutions," said John Kokenge, president and CEO at SCHULTE. "Over the years, we've realized what is most important to consumers – control. They want storage in their home that gives them control from the moment they select a storage design, to installing it, to adjusting it to fit their day-to-day life. freedomRail is built to meet these needs."

freedomRail is unique because it offers boundless storage solutions for all areas of the home and is the most innovative custom closet solution for home storage and organization. Here's why:

- **Easy Installation.** freedomRail is an easy do-it-yourself project. Consumers can feel confident in installing freedomRail on their own. Simply mount the horizontal rail and everything else snaps securely in place.
- **Truly adjustable.** Once a freedomRail system is installed, it's easy to move shelves up and down and from side to side in minutes. And shelves, drawers and hanging space can be added at anytime, depending on the consumer's needs.
- **Superior strength.** It's the perfect choice for an active family and will last a lifetime. freedomRail shelves hold up to 100 pounds per linear foot.
- **Customizable.** Consumers can choose from 10,000s of pre-designed storage spaces available at [freedomRail.com](http://freedomRail.com).
- **Versatile** – freedomRail can be used throughout the home to organize any space from closets, pantries, garages, entertainment centers, laundry spaces and more.

freedomRail, along with all of SCHULTE's product lines, is quality-engineered for strength and beauty, and can withstand the real-world use of active families. For more information on freedomRail, visit [freedomRail.com](http://freedomRail.com).

*With more than 90 years of engineering and manufacturing excellence, SCHULTE delivers the strongest home storage and organization solutions for every area of the home. The company's family of quality-engineered products includes freedomRail, Classica and Lifetime Ventilated. Products manufactured by SCHULTE are available through SCHULTE's extensive network of dealers and distributors nationwide.*

###