



*Assembled storage modules from Yube.*

# Yube Builds Up Brand With Storage Module Layout System

CHICAGO—Yube is ready for prime time, making its first full-blown introduction at the International Home + Housewares Show.

Consumers can configure the Yube flexible block system to build and decorate a layout that suits their personal tastes. Yube modules are 13-inch cubes composed of recyclable and biodegradable materials. They snap together easily and lock rigidly when the back panel that is integral to the system is slid into place.

The modules can be linked to create tables, desks, shelves, room-dividers or any other furnishings piece users can devise. Then they can person-

alize their designs using Yube accessories including doors, feet, shelves and drawers.

Previewed at the Housewares Show last year, Yube was one of 26 new products awarded the Design Defined designation. The updated line now is fully ready for distribution.

Jeff Greenstein, Yube president noted, "We retooled the entire assembly design following the 2010 show. One of the overriding goals for the Yube was to have hassle free, Lego-like assembly. The version at this year's show achieves that in a way the old version didn't really come close to."

