

this topic during a session called, "Energy Savings — An Outstanding Consumer Opportunity" at the National Hardware Show. The session will be presented 10:00 a.m. Wednesday in meeting room N236.

"We're trying to help people understand the opportunity to market products related to energy savings," Miller said. "Not only do people have a positive attitude toward energy saving, but they're actually doing it, which opens up wonderful business opportunities."

Miller will speak about why energy saving is so appealing to such a wide range of consumers — even those who have little or no interest in the green movement. Not only does saving energy around the home decrease one's carbon footprint, but it saves money, which is so important to consumers, especially in today's economy.

"There are people who care about sustainable forests, but not a lot," Miller said. "Energy savings has a much broader interest and participation."

about the environment; they're concerned about global warming; they're concerned about pollution," he said. "They might think sustainable forestry is a good thing, but when the pocketbook comes into it, they might not be willing to take action."

Miller plans to pull from a variety of HIRI studies, including the 2008 study of "Impact of Green on Home Improvement," the March 2009 consumer sentiment tracking study and various consumer product purchase tracking studies. He hopes that when attendees leave this session, they'll have a good idea about how energy savings fits into the green movement and how they might leverage this opportunity in their own business.

"There are so many things we do in the home that directly and indirectly impact our energy consumption," Miller said. "I want to show them how they can sharpen their focus in terms of product offerings, services, etc." ■

Popular Mechanics sponsors New Product World

BY LISA GIRARD

For the fourth straight year, *Popular Mechanics* magazine is sponsoring the National Hardware Show's New Product World (Central Hall, booth #38548), which will feature more than 400 of the industry's most useful and innovative product introductions.

In addition to sponsoring the section, each year *Popular Mechanics* chooses 13 to 20 products for the "Popular Mechanics Editors Choice Awards." The 2009 awards were handed out in a ceremony at the show yesterday.

"There's great synergy here, with us sponsoring New Product World and recognizing these companies with innovation awards," said Mike Kresch, executive director of marketing for *Popular Mechanics*. "Our readership includes 5 million do-it-yourself homeowners as well as professionals, and we are interested in any product that helps our readers do a given project."

The companies that win awards have the right to use the "Popular Mechanics Editor's Choice" logo for one year. And as part of a partnership between the magazine and the DIY Network, the winners are featured in a broadcast of "Cool Tools" with host Chris Grundy.

While the companies don't have to be part of New Product World to qualify for an award, a lot of win-

ners do come from that area, Kresch said.

Jig-A-Loo USA (booth #34537) is one of the companies displaying in New Products World this year, featuring EconoGreen garbage bags, which are made from 100% recycled materials and are designed to help consumers reduce environmental waste by breaking down two years after use. Also featured is Jig-A-Clean, a multi-purpose waterless hand cleaner that removes ingrained dirt, grease, oil, tar and sludge without the use of water or towels.

"We are not only excited to be attending the National Hardware Show, but we are particularly excited to be a part of this year's New Product World," said Cindy Sutton, VP Jig-A-Loo USA. "Our company mission is to introduce innovative products that simplify a little part of the consumer's everyday life."

Also featured in New Product World is EZ-Pro (booth #30545), a detail sander that is lightweight and durable and is able to get into smaller spaces than ever before, the company said. EZ-Pro, made by LSC Innovations, was just finalized a month before the show, according to inventor and company president Vince Carlton. He is hoping to sell 50,000 units to get the company up and running.

"I'm hoping retailers will see it and buy it for their paint departments," Carlton said. ■

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— Heather Gadon

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