

Fourteenth Cape HOMEMAKERS Expo again a roaring success

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The fourteenth Cape HOMEMAKERS Expo, which took place at the CTICC over the weekend (3 to 6 September 2009), was again a roaring success with the more than 330 exhibitors attracting over 31 000 visitors.



According to John Leyden, Director: Strategic Business Development of HOMEMAKERS and one of the organisers of the show: "The standard of exhibits was exceptional. I'm delighted at the effort our exhibitors put into their displays. They've transformed the CTICC into a one-stop home improvement

and enhancement destination for the four days. General feedback from exhibitors indicates that the Expo was attended by a high-calibre visitor, and they generated excellent leads and sales that will keep them busy for months.

"Given the current economic climate, we feel our show performed incredibly well. Several of our clients indicated that they received better orders and potential future business than at last year's event, and home owners' positive attitude is definitely a sign that the current recession could be coming to an end.

"The response again proves the importance of exhibitions as part of any company's marketing mix. Over the four days, more than 31 000 people were exposed to products exhibited at the show - not many other marketing opportunities offer this kind of direct one-on-one interaction between the product and consumer," says Leyden.



This year's trophy for the best stand was awarded to Surinno Solid Surfacing with Sony taking the award for best stand in the Audiovision Sound Emporium. Gold certificates were presented to Beauty Fires and Prodecking, Bright Idea Projects, Cape Craft and Design Institute, Cemstone, Chestnut Grove Sawmills, City of Cape Town, Mobelli, Old Mutual, Smart Art and Surinno Solid Surfacing.

Fifteen Silver certificates were awarded to Bathroom Bizarre, Centurion Systems, Cobra Watertech, Cover Frameless Glass, Easylife Kitchens, Eisencraft, Graphic Laminates, Maison du Storm, Miracle Kitchens, Mixed Elements, Sembel-It, St James' Land, Stucco Italiano, Swartland and Telkom SA.

Bronze certificates were given to AC/DC Dynamics, Alplas Shutters, American Shutters, Bathroom Butler, Cane Time, Copperbottoms, Electrosys, Frivole, Genie Cape, Isotherm, Kysen Timber Projects, Oak Avenue Linen, Pavatile, Smart Build Walls, Smeg, Smiley's @ Home, Sprada SA, Star Interiors, Tools for Cooks and Yuppiechef.

In the Demo Area, Gold was given to Kitchen Junxion, with Silver going to Orange and Sweeprow (Miracle Micro) taking Bronze.

The feature areas at this year's expo again attracted attention with the Audiovision Sound Emporium reporting on a very successful four days. Future of Design boasted with displays by some of the hottest new talent on the block and the dedicated Décor and Accessories area was a hit with visitors, setting a trend for next year's event.

Green Living, in its second year, again got the heads up from everyone with the City of Cape Town educating visitors on recycling and other exhibitors showcasing the latest in this significant area.

MirrorArt was also a very exciting new project at this year's show. A variety of artists, including ceramicists, surface

designers, as well as glass, mosaic and fine artists were asked to participate. Says Sandy Edwards, Branch Manager HOMEMAKERS Expo: Cape: "Visitors were invited to bid on their favourite piece and we raised a whopping R45 000 in aid of Habitat for Humanity South Africa - a community development organisation which builds homes for the previously disadvantaged.

"We'd like to thank all our exhibitors, visitors and service providers for contributing to the success of this year's Cape HOMEMAKERS Expo and we look forward to bringing the show to you again next year," Edwards concludes.

For further information please contact HOMEMAKERS Cape at (021) 511 2800 or visit www.homemakersonline.co.za.

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