

not only a lawn and accent water supply. Edgemate bricks of PVC are linked together and buried in the ground with only their decorative tops showing. The system is designed by an affiliated company in Germany where it won two retail industry awards. The system has been tested as an in-ground installation for several winters in conditions rivaling those in North America with the functions performing to their design standards. "The elements of the European system are used but have been reconfigured for use in North America," Kendall said. "The result is a lower-cost and easier-installed system for DIY customers and reduced shelf space, inventory cost and SKUs for retailers."



The integration of water and lights into lawn edging is what makes Edgemate such a unique product. Hollow bricks of PVC made to look like stone are linked together and buried in the ground with only their decorative tops showing. Depending on the features chosen by the homeowner, a water hose and direct-burial low-voltage cable extend unseen throughout the length of the installation.

spotlight's as well as work with a functions, level of the

To gain access to the water function, simply lift up the hinged lid and attach a garden hose to one of the two quick-connect spouts at each water station.

Because the system integrates several landscaping features, you only have to make one installation for accent lighting,

spotlights, and remote water facilities. The result is an integrated look where all the elements look like they are part of one system.

With the lights being integrated into the lids of the bricks, you don't have light posts tipping over in spring after the

that, IPEX has just concluded market research involving participants in eight North American cities, all with different climactic conditions," Kendall said. "There was remarkable uniformity in respondents' reaction to the product. Their strong endorsement of the concept and evaluation of the various functional elements along with viewing it as a DIY product have supported our decision to market the product throughout North America."

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HomeRite markets a variety of IPEX-brand thermoplastic pipe and fitting systems including Kraloy electrical, DWV plumbing, and IPEX AQUA for hot and cold water supply systems.

"Edgemate is a new venture for us, and fortunately, we have established business within the home improvement channel through our various IPEX brands," Kendall said.

Garden: Stylish wall trellis offers exciting design options

with 22442) is taken to a new level with the

gives consumers a new level of excitement. 'Trellises' typifies the excitement said Jean Cline, president for Matthews Trellises. "We combine sophisticated craftsmanship and modern design to expect today."

Matthews' expanded product line includes trellises. The trellises are available in Brookside, with a modern design, with a contemporary southern style, and the American Trellis with a Far East fla-

and finished with a variety of finishes. Each trellis comes with instructions for easy



World's first rotating receptacles end hassles with large plug

360 Electrical, booth 35104, has introduced a line of wall outlets with receptacles that rotate a full 360 degrees. This technology is the first of its kind and solves the problem of low voltage transformers and other large plugs that crowd conventional duplex outlets.

"The idea and patent came from a real world problem," said President Kimberly Gerard. "For professional reasons, I was carrying two cell phones and was getting frustrated that I could not charge them simultaneously in the same outlet because of their large plugs. Our solution is so simple and it usually gets a big smile, especially when I show the outlet to other women. They readily relate stories about trying to plug in tools like curling irons with their bulky hairdryer GFCI plugs in the same outlet."

360 outlets are ideal for high traffic areas in home and offices. Functionally, the 360 electrical duplex outlets maintain the same footprint and provide the same power as conventional 15 Amp, 125 volt receptacles, but features plug-and-turn technology that allow them to click and hold 18 positions to accommodate multiple plug sizes and shapes.

