



[« Back](#) | [Print](#)

## **New anchor showrooms open for Chicago market**

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***By Home Accents Today Staff -- Home Accents Today, July 8, 2010***

Chicago's Merchandise Mart has added several new gift and accessory companies in time for the July market.

Companies include Wilco Imports, Hanna's Handiworks, AND!Sales and Diverse Marketing.

"Attendees will have more resources in Chicago this July, combined with affordable travel, great programming and a world class city. What's not to love?" said Joan Ulrich, senior vice president, MMPI.

Wilco Imports, showroom 13-620, offers wicker products, as well as candles, gift packaging, furniture and accessories, resin containers, and a variety of seasonal merchandise.

Hanna's Handiworks, showroom 13-217, specializes in seasonal gift and home décor, as well as licensed collegiate merchandise.

"Having a permanent showroom at the Chicago Mart seemed like the logical next step for us," said Heath McKee, national sales manager for Hanna's Handiworks. "It continues to be an integral show for our company, even as we have weathered such a turbulent economy. We would like our relationships with our Midwest customers to grow even more as we move into what has already proven to be a tremendous year."

Join Hanna's Handiworks for a catered grand opening event on Saturday, July 24, from 6-8 p.m.

And!Sales, showroom 14-109, is a rep organization specializing in home lines and serving the Midwest territory. And!Sales product lines include:

- A&B Home
- Adam & Co
- Art Horizon
- Border Bytes
- CHIVE
- Coast Lamps
- Dr. Livingston
- Go HOME

- Home etc
- India House
- Jay Jayson
- Kaldun & Bogle
- Mac Sculpture
- Moda Vision
- Peggy Karr Glass
- Real Flame
- Sailor Bags
- Scent Shop
- Woven Workz

"We are excited to be partnering with the Merchandise Mart and opening fantastic new showroom on the 14th floor. With the Mart's long term vision and our loyal buyers, we see investment in the Chicago Market as win-win situation for everyone," said Jeanne Claire of And!Sales.

Join And!Sales for their grand opening on Saturday, July 24.

Diverse Marketing, showroom 1431, is now one of the largest rep groups in the United States. Diverse Marketing currently has showrooms in Dallas and Minneapolis and now in Chicago at the Merchandise Mart. At this time, Diverse Marketing operates in 17 states and is the only company that focuses on book, gift, toy, and trend product.

Diverse Marketing product lines include:

- Innovations First, Inc (Hex Bugs)
- Learning Curve
- Room It Up
- Madame Alexander
- Small World Toys
- Aeromax
- Summit
- P'Kolino
- Fascinations

"It's only natural as we focus on our territory expansion that Chicago be our number one target area to represent ourselves. We are very proud to be a part of the Chicago Mart and are looking forward to many years of success in Chicago and the surrounding area," said Greg Hardin, president, Diverse Marketing.

In celebration of Diverse Marketing's grand opening during the July Market, they will be giving away 500 Nano's from Innovation First Labs Inc. and 500 Spell Bandz packets from DM Merchandising on Friday, July 23, at 9 a.m. in the Merchandise Mart lobby

until supplies last.

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