



NEWS
FOR IMMEDIATE RELEASE

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Keep Items Hanging Around With The New Clever Hook™

The Clever Hook™s unique dual hook mechanism keeps robes, towels and other items hanging on their hooks.

(Edina, Minnesota, November 22, 2005) Tired of picking up clothes, towels and other items that continually slide off traditional hanging hooks? Relief is at hand with The Clever Hook. The Clever Hook is an ingenious dual-hook design that holds onto clothes, towels and other items so that they cannot slide off the hook, helping to keep any room organized.

With The Clever Hook's patented dual hook design, anything you hang on the hook stays put.

The Clever Hook's dual-hook design works on gravity. Simply place any item on the lower arm of the hook, gravity will pull the hook arm down activating the top arm to close onto the item.

To remove an item, simply lift it off the hook and The Clever Hook releases it.



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“I wish I had something like The Clever Hook when my kids were young and their clothes and towels more often ended up on the floor than on a hook,” said Eva Nilsson, President of Linden International, A.B., parent company of The Clever Hook’s American distributor, Linden Sweden. “The Clever Hook is so simple to use that even small children are able to utilize it, making it easy to remain organized.”

The Clever Hook mounts easily with two wood screws. The Clever Hook has been tested to hold 40 lbs granted the wall behind it is strong enough. To put this into perspective; the typical bath towel is 1.2 lbs, and a kitchen towel is 0.3 lbs.

The self-grabbing Clever Hook is commonly used for robes, bath towels, kitchen towels, oven mitts and more.

The Clever Hook is often found in bathrooms, bedrooms, kitchens, pool and sauna areas, and garages.

“The Clever Hook is very effective in areas where items need to be accessed fast and easy,” Nilsson explained. “The self-grabbing design ensures that items remain hung up and organized.”

The Clever Hook is available in beech wood (\$17.50 MSRP); and in five designer colors of plastic (\$10.00 MSRP) that is sure to coordinate with any home décor.

The Clever Hook is manufactured and distributed by Linden International, A.B., and distributed in America by Linden Sweden. Located in Edina, Minnesota, Linden Sweden offers contemporary as well as traditional Swedish designs. Designs includes stainless steel kitchen items, gadgets, and its most popular item; the twixit[®] Clip. Linden Sweden incorporated in May 2003 after assuming assets from Larand International, a distributor with 12 years experience in the home market industry. For more information, visit www.cleverhook.net. Or, call [952-465-0052](tel:952-465-0052).

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