

SCHULTE Introduces Driftwood Live in freedomRail®

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freedomRail now comes in driftwood live – a touchable gray earth tone that reflects popular natural trends. freedomRail driftwood live offers all the versatility, strength and ease that is typical for freedomRail; the most innovative storage system available.

The driftwood live is pleasing to the eye and touch with a textured finish that highlights a true grain. Its linear pattern also communicates organization and structure; a perfect compliment to a storage and organization system. The freedomRail driftwood live was inspired by nature and shows a commitment to the long term interest in natural finishes.



“freedomRail comes alive with this new driftwood finish,” said Jennifer Castenson, vice president of marketing. “This new finish appeals to all of your senses – the lines communicate structure; the color is natural; it feels like an actual piece of driftwood and therefore creates this 3D, live experience. It’s a great way to show freedomRail somewhere else besides just the closet; like in a mudroom, as a bookshelf, or an entertainment center. Plus, because it’s so easy to design and install, you can add it anywhere at any time!”

The freedomRail driftwood live finish looks environmentally friendly, because it is. freedomRail has many green properties and can contribute to LEED points in a building project. It has been included in many green projects, including the KB Home GreenHouse™: An Idea Home created with Martha Stewart and the Zero Energy Project America Home.

The driftwood live finish invites nature indoors and provides an efficient storage solution in closets, offices, entertainment centers, laundry rooms and pantries. These areas can be designed to create a coordinated look throughout the home easily and effortlessly by using the Design Your Own tool at freedomRail.com. As a true trend setting solution, freedomRail will be featured on The Amandas television show that premieres on Style Network on January 30.

For more information on the truly adjustable freedomRail product line, visit freedomRail.com.

freedomRail is a truly adjustable storage system for every area of the home. Every freedomRail system delivers a smart solution that recognizes the consumer’s needs for control and function in their day-to-day life. freedomRail solutions empower consumers to stay organized and freely in control by providing them with a system that is the ideal combination of versatility, adjustability, strength and ease. For more information, visit freedomRail.com.