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**FOR IMMEDIATE RELEASE**

## **In & Out Cabinetry Wins Two Adex Awards** *Outdoor Cabinetry Cited for Superior Quality & Having It All*

**Oneco, FL** – Brian Bevan, President of In & Out Cabinetry had a vision to build a better mousetrap. That translated into a never before seen line of durable outdoor kitchen cabinetry (manufactured from cabinet grade all element polymer board, a material emanating from the marine industry).

Today, Bevan's thriving outdoor kitchen cabinetry firm has decidedly captured the attention of design experts and consumers alike. The latest accolade for the unique low maintenance stylish outdoor cabinetry brand are two high-status ADEX Awards from the *Design Journal*:

- Silver 2007 ADEX Award for Design Excellence (Superior Product Design & Quality).
- Platinum 2007 ADEX Award for Design Excellence (Durability & Beauty).

"It's quite a feat," notes Bevan, whose outdoor cabinetry line obviously has what it takes to stand out in a crowd. "Upwards of 500

companies submitted approximately two thousand innovative new products. Imagine that," he exclaims.

*60,000 designers and architects receive Design Journal.*

ADEX stands for Awards for Design Excellence and is the largest and most prestigious awards program for product design of furniture, fixtures and finishes marketed to the design trade.



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...Adex Awards continued

This is the first time that In & Out has been a recipient of the ADEX. It is a tipping point for how far the firm has come.

"It's fulfilling to be acknowledged by *Design Journal*," remarks Bevan proudly.

The early goal in fine-tuning the firm's product line was to understand what consumers in the outdoor kitchen cabinetry category were dreaming of. The next step: design a product that captured the dream. The result is the first firm of its kind to bring a full line of custom European design outdoor cabinetry to the market.

"Looks like we've arrived," grins Bevan.

Indeed. Bevan is still reeling from the response to the ADEX. "The ADEX Award immediately got us the attention of potential specifiers and end-users," he notes. "It also added just enough third party validation to trigger a closer inspection of In & Out's features and benefits. Often time it's the little extras that make the difference in marketing a product."



**FOR ADDITIONAL INFORMATION**

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