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## Daily Grommet Features 2010 IDEA Winners on its ecommerce Website

*-Product Winners of the International Design Excellence Award (IDEA)  
Now  
Available on DailyGrommet.com-*

**Boston – September 13, 2010 – [Daily Grommet](http://DailyGrommet.com)**, an online marketplace for people to discover and purchase unique products while learning the stories behind them, announces that it will spotlight five 2010 International Design Excellence Award (IDEA) winners. Beginning on September 13, Daily Grommet will introduce one new IDEA winner each day of the week, along with video reviews and the opportunity to buy the products.

“For 30 years, IDSA’s IDEA program has focused on honoring quality of design and recognizing up-and-coming innovators by promoting to the business media,” said IDSA’s Chief Executive Clive Roux. “Having our 2010 winners further promoted on Daily Grommet with the ability to tell their stories to a wide consumer audience is a wonderful opportunity, especially given that Daily Grommet selects products for their features based on invention, utility and design.”

IDEA is an annual awards program founded by the Industrial Designers Society of America (IDSA) and sponsored by *Fast Company* magazine. The awards recognize products with design excellence that improve quality of life for users, society and natural ecology. The IDEA-winning products offered on DailyGrommet.com, by order of appearance, include:

- **SmashCan Trash Compactor** – A trash can that compacts two times the amount of trash, without any exposure to harmful bacteria.



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- **PACT Underwear** – Underwear that blends design and sustainability with support for powerful social/environmental causes; they give 10% of sales back to specific nonprofits.
- **LaCie USB Flashdrives** – A thin, durable, key-shaped USB flashdrive that allows users to transport and share data quickly.
- **Jimmyjane** – A groundbreaking line of adult intimate accessories and the first- ever waterproof, rechargeable vibrator with an emphasis on design excellence.
- **Litl Webbook** - The first computer to blend the best of the best of the web and tv-like viewing experience in an easy-to-use, maintenance-free, home webbook.

“We’re so excited that companies such as Daily Grommet are driving an increased focus on the design, quality and innovation of products,” said Jason Kibbey, CEO of PACT Underwear. “Building sustainability and philanthropy into our products and the message behind it are so important to us. Being featured on [DailyGrommet.com](http://DailyGrommet.com) helps us tell our story so that people can really understand what they’re buying.”

Daily Grommet curates and reviews each product offered on its Website. All Grommets are accompanied by a video review and often, an interview with their creators, so consumers can hear the story behind their invention and make purchases with more meaning. Products are further promoted on Twitter @DailyGrommet and Facebook: [facebook.com/dailygrommet](https://facebook.com/dailygrommet).

To see the featured IDEA winners on Daily Grommet, please visit <http://www.dailygrommet.com/>.

### **About Daily Grommet**

Daily Grommet is a curated online marketplace and video review site where consumers can learn about, share, and buy one inventive new product every day. Daily Grommet features products of great utility, style or invention that haven't hit the big-time yet, providing product creators with a powerful distribution channel for launching products and obtaining consumer feedback. With its focus on product origins, Daily Grommet tells the story behind one unique product every day and provides direct access to product creators on the site. Daily Grommet is the birthplace of Citizen Commerce, where regular people form the commerce experience by suggesting, supporting and buying products that are meaningful to them. Daily Grommet carefully tests and selects all of the [unique and creative products](#) featured on the site, and is 100% advertorial free. Visit [www.DailyGrommet.com](http://www.DailyGrommet.com) to learn more.



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