

**FOR IMMEDIATE RELEASE**

August 17, 2016



## The Grommet adds new Personal Value category that's "Made for a Lifetime"

Premier product launch platform expands offerings for durable, long-lasting products.

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SOMERVILLE, MA: The Grommet (<http://thegrommet.com>), the leading product launch platform for innovative consumer products, is adding a new category for durable, long-lasting products they're calling, "Made for a Lifetime."

Since 2008, The Grommet has discovered and launched more than 2,000 innovative consumer products, with a new launch every weekday at 10 AM EST. With past discoveries including many that have gone on to become household names—including FitBit, Food Should Taste Good, GoldieBlox, IdeaPaint, Mrs. Meyer's Clean Day, OtterBox, SimpliSafe, SodaStream,

S’well—The Grommet now has a community of nearly 3 million early adopters and supporters.

The new “Made for a Lifetime” collection will include more than a dozen current Grommets as well as three new additions to be launched starting September 15, 2016.

“Much like the rising ‘Buy it Once’ movement in the U.S. and Europe, many members of our community value high-quality, durable products. They want items that are made to last and they’re willing to pay a little more for this,” states Jules Pieri, Co-founder & CEO. “The Grommet has long discovered enduring products that provide real value. Adding this category will help our community to discover them, while supporting the small businesses who produce products with integrity.”

What does “Made for Lifetime” specifically mean? It indicates that Grommet Makers represented in this collection will honor a lifetime repair/replace warranty for customers who purchase on [thegrommet.com](http://thegrommet.com).

Current “Made for a Lifetime” Grommets include:

Cheeky Fishing’s Fishing Reels

<https://www.thegrommet.com/cheeky-fishing>

David Rasmussen’s Walnut Kitchen Boards

<https://www.thegrommet.com/david-rasmussen>

Dolphin Pack’s Multi-Sport Hydration Pack

<https://www.thegrommet.com/dolphinpack>

Flowfold’s Stronger Than Steel Wallet & Stormproof Tote

<https://www.thegrommet.com/flowfold-stronger-than-steel-minimalist-wallet>

Groove's Original Silicone Ring

<https://www.thegrommet.com/groove>

iFixit's Tech Repair Kits

<https://www.thegrommet.com/ifixit>

Klecker Knives' Multi-Tool & Knife Kits

<https://www.thegrommet.com/klecker-knives>

Modern Fuel's Mechanical Pencils

<https://www.thegrommet.com/modern-fuel>

Repast's Ravioli Rolling Pin

<https://www.thegrommet.com/repast>

Vermont Rolling Pins' Hand-Turned Rolling Pins

<https://www.thegrommet.com/vermont-rolling-pins>

With the launch of the new “Made for a Lifetime” category, on September 15th, The Grommet will launch the first of three new products, including:

AnySharp Scissors

<http://www.anysharp.com/products/smart-scissors/>

Faribault Woolen Blankets

<http://www.faribaultmill.com/collections/wool-blankets>

SolidTeknics Cast Iron Pans

<http://www.solidteknics.com>

Additional “Made for a Lifetime” products will be launched by The Grommet in the coming months.

The Grommet's current Personal Values categories include Tech & Innovation, Made in the USA, Sustainable Living, Handcrafted, Independent Makers, Social Enterprises, Crowdfunded, Underrepresented Entrepreneurs, and Philanthropy.

**About The Grommet:**

The most innovative, intriguing products deserve a voice. That's where The Grommet comes in. Since 2008, The Grommet has worked with more than 2,000 independent Makers, inventors, and entrepreneurs to launch inventive consumer products. The Grommet discovers, evaluates, and selects products (or "Grommets") across 16 categories and amplifies them to its community of more than 2.7 million people by telling the story behind each product. The Grommet Wholesale works with 10,000 retailers across the US and won *Gifts & Decorative Accessories magazine's* Retailer Excellence Awards for "Rising Star" in 2015. To learn more, visit <http://thegrommet.com>.