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## **The Grommet opens first retail location at Natick Mall in Massachusetts**

**Somerville, MA:** The Grommet (<http://thegrommet.com>), the product discovery platform that has launched more than 2,500 innovative consumer products over the past nine years, has opened its first retail location at the Natick Mall (<http://natickmall.com>) in Natick, Massachusetts.

“We have had several pop-up shops during the holidays in recent years, but moving into a full retail setting is a very exciting step for us,” states Jules Pieri, Co-founder & CEO, “Since launching The Grommet Wholesale in 2014, we’ve learned a lot about how to present what The Grommet does at retail. With Wholesale’s 10,000 national accounts and having Ace Hardware now acquire a majority stake in us, we knew it was time to stretch our wings and bring innovative products to an environment where they can see and try them out in person.”

The Grommet’s store is on level 2 at the Natick Mall, near Lord & Taylor, with 1,400 square feet of shopping space. In addition to products available in-store, the location will also feature an “endless aisle” computer station, where customers can shop for Grommets that are only available online. The store will also handle orders for personalized products, which will be sent to the customer’s home.

The Grommet will hold live events in the coming weeks, including opportunities to meet Jules Pieri and Joanne Domeniconi, its Co-founder & Chief Discovery Officer, members of its Discovery Team, and Meet the Maker events. Additional details will be announced on its Facebook page (<http://facebook.com/thegrommet>) and Twitter account (<http://twitter.com/TheGrommet>).

### **About The Grommet:**

Since 2008, The Grommet has worked with more than 2,500 inventors, entrepreneurs, and small businesses to launch innovative consumer products to a community of 3.5 million supporters. The Grommet considers thousands of products each year, but only shares 3% of them. Many have become household names, including FitBit, Food Should Taste Good, GoldieBlox, IdeaPaint, OtterBox, S'well, SimpliSafe, and SodaStream. For retail distribution, The Grommet Wholesale has partnered with Ace Hardware and works with 10,000 Retailers across the US. For additional information, visit <http://thegrommet.com> and <http://bit.ly/TheGrommetFactSheet>.