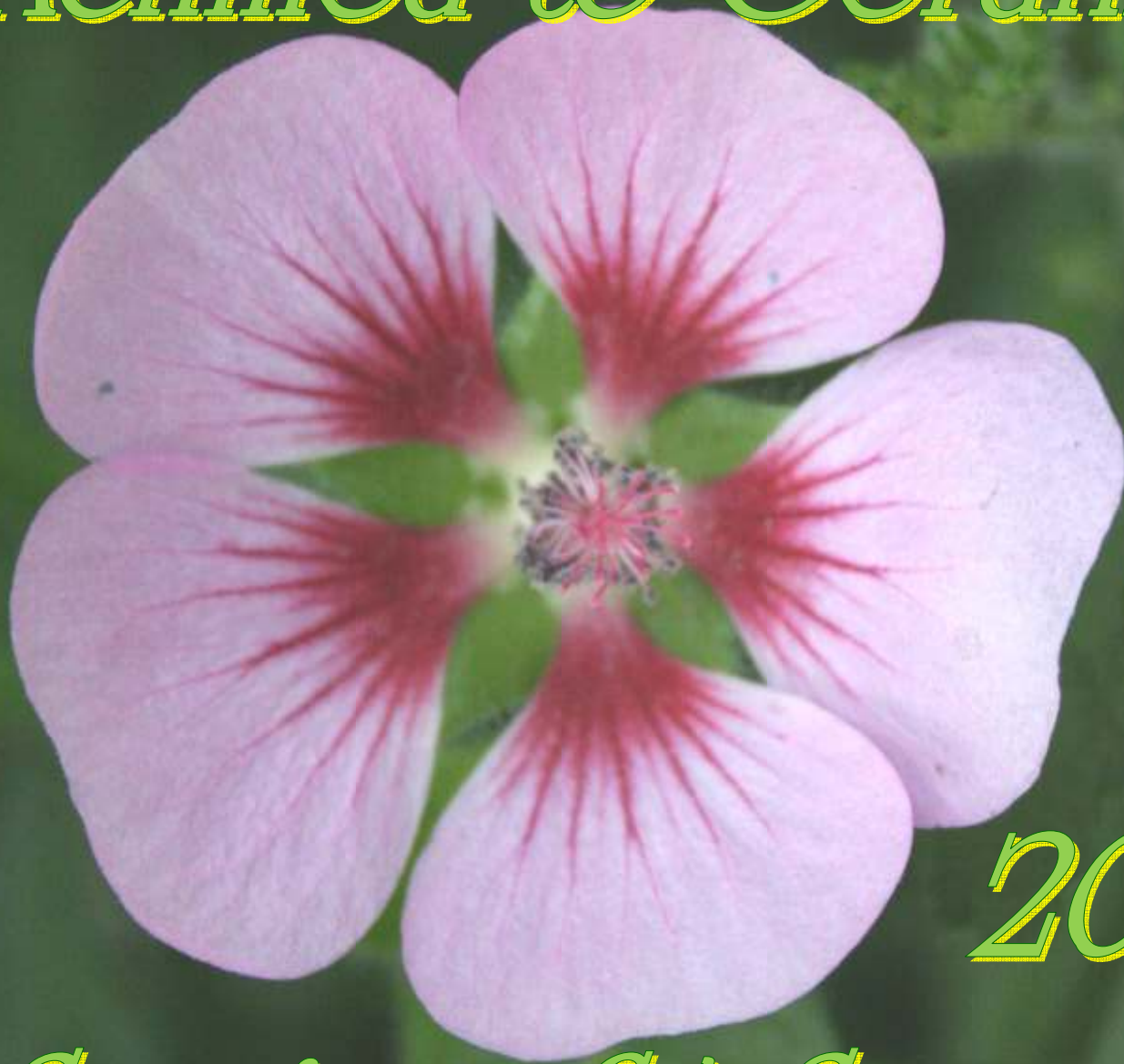


StraightWay Design, Inc.



Achillea to Geranium



2011

*Spring & Summer
Plant Catalog*



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Price List is on Order Form Printed Separately

Introduction

We at *StraightWay Design, Inc.* are proud to provide this catalog of the Proven Winners® products we have available to you this year. We have a varied line of products that are of the highest quality. We carry the **Proven Winners® & Proven Selections®** Brands of Plants and Flowers, including Flowering Shrubs, Grasses, Perennials, Annuals, as well as Fertilizers, Soils and the Water Wise hydration system. These are truly great quality plants and products at an awesome price. These plants are found in some of the best garden centers in the country and we will deliver it directly to you from the PW Greenhouse. But you have to order early. So if possible, order by May 1st for best selection and availability. Our other products are listed with a brief explanation below but are not shown in this catalog.

Our *Mi'Scents® by Michele®* line of Premium Bath Products will amaze you with the longevity the aromas provide. Some of the Bath Salt scents have been known to linger for over an hour. This way you receive not only the physical benefits of soaking in the natural Sea Salts & Essential Oils but also through Aromatherapy. The advantages will depend on which oils are used in the product you enjoy. The Soaps are equally wonderful. Plenty of essential oils and loads of suds make bathing a relaxing pleasure while the aromatherapy and oils do what they do best.

Our Window Treatments also have a great price. We have both private label and name brand window treatments available. Names like Kirsch, Hunter Douglas, easily recognizable brands you can trust. Companies that have been around for years meeting demanding needs for houses like yours. Curtains, Blinds, Shades, Woods, and more, check out our prices and selection for your window treatment needs.

Our Flooring Materials are also name brands and the prices are less than you would expect to pay. After you search all of the other stores, give us a call and see if our prices are the best. Whether it be Laminates, Carpet, Linoleum, Hardwoods, Tiles, you name it, we can provide it to you at a great price. If you want to search our selection, give us a call and we can arrange a visit to the showroom so you can examine the flooring options.

We also have Greeting Cards, Personalized Calendars, and Custom Gift Baskets available at affordable prices.

We are sure you will be satisfied with our products, just try us!

Jerry & Michele



America's

#1 Plant Brand



Proven Winners[®] is America's #1 Plant Brand. If you've owned one, you know why. They are healthy, hearty, Beautiful plants that thrive when planted. These plants are found in most of America's best Garden Centers because of the quality plants they are. Our Plants come directly from the PW Greenhouse, so you are assured when you order from us to get the plant in the best possible condition. No middle man or people handling your plants before they arrive at your home. No Garden Center not watering your plant for a day or two before someone notices the watering line is no longer in your plant, or some half interested worker too busy talking to another employee to notice your plant isn't getting water. Your plant will come directly from the Proven Winners[®] Greenhouse to your house. And it will arrive at a cost almost, if not, half the cost of the high priced garden centers. Our normal prices are lower than the sale prices of large retail chain stores.

Give us a try, you will not be disappointed with the product you get. It will be the very same "Proven Winner" plant, just possibly in better condition than one you could buy at the corner garden center.

We accept American Express, Discover, Visa, and Master Card, and of course cash. Place your order before May 1st for best selection and availability. Once the Greenhouse sells out, it takes time to grow more, if they will (depending on time of season and plant type).

If interested call (734)285-3392 to order.

Or Fax us the order sheet to (734)285-3441,

Or E-mail us at Sales@StraightWayDesign.com we will check availability and contact you to set up payment and delivery.

You'll love the plants and how easy the whole process is, and we have been PW Certified for years, including this year!

StraightWay Design, Inc.



Serving the Detroit Metro area for over 18 yrs
Proven Winners Certified for the last 8 years

2011 iGarden Certified

Congratulations to the BEST, for passing the test.

StraightWay Design, Inc.

PW
PROVEN
WINNERS®
The #1 Plant Brand*

Proven Winners® wants to thank you and your employees for taking the time during this busy season to learn more about our plants, products, and programs. We had over 7,100 garden center employees complete what was necessary to become iGarden Certified for 2010 and more certifying every year.

As a reminder, your garden center is now listed first among Certified Garden Centers when consumers do a search for a local retailer. Each year 600,000 - 800,000 people ask where to find Proven Winners, and we are proud to recommend your business.

Thanks again, we trust you'll have a great season.

Marshall Dirks

Marshall Dirks
Director of Marketing



Superbella® Blackberry-Punch



Annuals & Perennials

PW
PROVEN
WINNERS[®]



**Proven
Selections[®]**
The Right Choice
For Your Garden.[®]

Superbelle[®] Peach,
Laguna[®] Silly Blue,
Sensatia[®] Lemon

Each Proven Winners[®] plant is tested and trialed for years before it is added to the Proven Winners[®] line of plants. You can expect all Proven Winners[®] to perform well for you.

Proven Selections[®] brand of plants are companions to the Proven Winners[®] brand. Proven Selections[®] plants perform well regionally and fill special niches not covered by the Proven Winners[®] plants. By using these two brands together, you can create a flower garden that'll be the envy of the neighborhood.



Full Sun



Part Sun - Part Shade



Full Shade



Deer Resistant



Attracts Butterflies



Attracts Hummingbirds



Proven Selections



Proven Winners

Annuals & Perennials

Achillea - Asparagus

PW
PROVEN WINNERS®



Artist® Blue



Angelface® Blue



Angelface® Wedgwood Blue



Angelface® Wedgwood Pink

Ageratum

Artist®

Vigorous growth envelops spent flowers. Compact, uniform mounding habit. Free flowering, always in bloom, weather resistant series, heat tolerant.

Artist® Blue

8-12" Upright



Angelonia Augustifolia

Angelface®

The Angelface® series has a compact habit with large flowers that bloom all around the stem. With their thick spikes of large, tightly-clustered flowers and strong, upright stems, brightly-hued Angelface® varieties are perfect for the landscape, patio pots and cut flower arrangements. They perform well in hot and humid conditions, making them an ideal Summer Celebrations® series.

Angelface® Blue (Improved)

Angelface® Pink (Improved)

Angelface® Wedgwood Blue

Angelface® White

18-24" Upright



Asparagus Densiflorus

Sprenger

Complements upright container combinations. Thick, rich green color with medium height for beautiful backdrop to your garden.

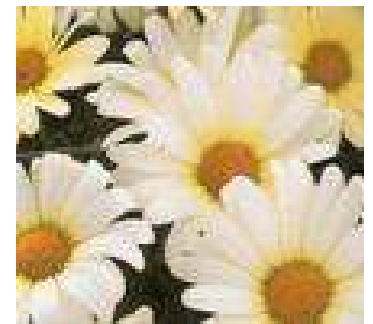
12-24" Mounding



Angelface® Wedgwood Pink



Butterfly



Vanilla Butterfly®



MOLIMBA® Pink



Sprenger



Gypsy® White

Achillea - Perennial

Gypsy® White

Adorable button flowers appear early and continue all season. Heat and drought tolerant. Buries dead flowers well.

8-12" Mounding



Argyranthemum

Butterfly

Incredible outdoor performance early spring through late fall. Brilliant golden centers accent the pure yellow petals. One of the original Proven Winners®, Still an all time favorite. Self cleaning. Self Branching.

Vanilla Butterfly

Flowers start with a primrose throat, fading to a vanilla white as they mature in the full sun. Same great habit and flowering power as the original Butterfly. Self cleaning. Self branching.

18-36" Upright



Argyranthemum

Molimba® Pink

Flowers a brilliant pink that will not fade in the summer heat.

14-24" Upright



Annuals & Perennials

Ajuga - Bidens

PW
**PROVEN
 WINNERS®**



Bacopa Snowstorm® Blue



Bacopa Snowstorm® Pink



Snowstorm® Giant Snowflake®



Goldilocks Rocks™

Sutera (Bacopa)

Our most popular genera for contrast and texture in combination plantings. Performs well in both sun and shade. Heat tolerant.

Snowstorm® Blue

A light blue version of White, with similarly compact habit. Maintains blue color all season. 4-8" Trailing to 36"



Snowstorm® Pink

A light Pink version with similarly compact habit. Maintains color all season.

4-8" Trailing to 36"



Snowstorm®

Giant Snowflake®

A very vigorous variety with lots and lots of color.

4-8" Trailing to 36"



Bidens Ferulifolia

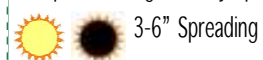
Goldilocks Rocks™ A double flower that is part of the Summer Celebrations®, and Fall Varieties collection. Which means this variety withstands heat and cool temps.



Chocolate Truffles

Ajuga reptans - Perennial **Chocolate Truffles**

An excellent ground cover with attractive dark foliage that deepens in color in cooler temperatures. Heat, cold and drought tolerant, this plant is elegant early spring to late fall.



Proven
 Selections

Annuals & Perennials

Begonia



BIG™ Bronze Leaf Rose



BIG™ Green Leaf Red



Babywing™ Pink



Dragon Wing® Pink

Begonia Hybrid

BIG™ Bronze Leaf (Rose)

Great for use in landscapes.
Vigorous Habit early flowers & Heat Tolerant.

15-24"
Upright

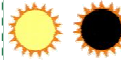


Begonia Hybrid

BIG™ Green Leaf (Red)

Great for use in landscapes.
Vigorous Habit early flowers & Heat Tolerant.

15-24"
Upright

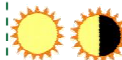


Begonia x hybrida

Babywing™ Pink

Great for use in landscapes.
Vigorous Habit early flowers & Heat Tolerant.

12-15" Upright

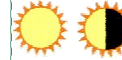


Begonia X Hybrid

Dragon Wing® (Pink)

Vigorous with a dense habit, perfect for baskets and large containers.
Very Appealing and heat tolerant.

14-18"
Mounding



Nonstop® Bright Rose



Nonstop® Deep Red



Nonstop® Fire



Dragon Wing® Red

Begonia Tuberhybrida

Produces cascades of color throughout the summer. Abundance of 2½" to 3" double flowers. Beautiful in hanging baskets. Best for late season. Great trailing habit.

Nonstop® Bright Rose

Nonstop® Fire

Nonstop® Deep Red

Nonstop® Yellow



8-12" Upright



Begonia X Hybrid

Dragon Wing® (Red)

Vigorous with a dense habit, perfect for baskets and large containers.
Very Appealing and heat tolerant.

14-18"
Mounding



Nonstop® Yellow



Nonstop® Deep Red

Annuals & Perennials

Calibrachoa



NEW!

Superbells® Blackberry Punch



BEST SELLER

Superbells® Blue



Superbells® Cherry Blossom



Superbells® Coral



NEW!

Superbells® Coralberry Punch



Superbells® Dreamsicle



NEW

Superbells® Lavender



BEST SELLER

Superbells® Pink



BEST SELLER

Superbells® Red



Superbells® Saffron



Superbells® Scarlet



Superbells® Tequila Sunrise



Superbells® Ticked Pink



Superbells® White



BEST SELLER

Superbells® Yellow



Superbells® Yellow Chiffon

Calibrachoa

Superbells®

This top selling series, bred for thielaviopsis resistance provides superior summer performance. Semi-upright habit. Selected for uniform timing, vivid colors, and deep green foliage.

Superbells® Red

Superbells® Ticked Pink

Superbells® Saffron

Superbells® White

Superbells® Scarlet

Superbells® Yellow

Superbells® Tequila Sunrise

Superbells® Yellow Chiffon



6-10" Mounding



Annuals & Perennials

Celosia - Cleome



Celosia Red Pop



Flambé® Yellow



Señorita Rosalita®



Spirit™ Appleblossom



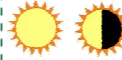
Spirit™ Violetta

Celosia

PW

Red Pop

Use in flower beds and as a dried flower. Rosy-red plumes bloom consistently regardless of conditions.



20-24" Upright

Cleome

Spirit™

Less thorny and sticky than seed varieties, more compact, and provides more branching habit. Loves the heat.

Spirit™ Appleblossom

Spirit™ Violetta



24-36" Upright

PW

Chrysocephalum

Flambé® Yellow

Bright silver foliage. Constant flowers all summer long. Mounding habit. Drought tolerant.



8-14" Mounding

PW

Cleome

Señorita Rosalita®

Produces a wonderful show of color, flowering both on top and on sides. No dead-heading necessary. No thorns, not sticky. Strong upright habit with dark foliage and vivid pink flowers.



24-36" Upright

PW



Señorita Rosalita®

Spirit™ Appleblossom

Annuals & Perennials

Coleus



ColorBlaze® Alligator Tears



ColorBlaze® Dark Star



ColorBlaze™ Dipt in Wine



ColorBlaze™ Kingswood Torch



ColorBlaze™ Royal Glissade™



ColorBlaze™ Sedona



Fishnet Stockings



Gay's Delight



Merlins Magic



COLORBLAZE® ALLIGATOR TEARS™



Pink Chaos



Religious Radish



Saturn

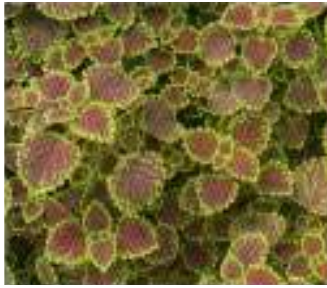


Sky Fire



Twist and Twirl®

Coleus



Chocolate Drop



Strawberry Drop

Coleus (Solenostemon)

ColorBlaze®

Now our best of the best Coleus varieties come together in a Special collection. **PW**

Alligator Tears™

20-30" Upright



Dark Star

12-24" Upright



Dipt in Wine

20-36" Upright



Kingswood Torch

36-42" Upright



Coleus (Solenostemon)

ColorBlaze® Royal Glissade® **PW**

Bred for its ability to withstand extreme summer heat. Red tones will become vibrant in full sun conditions.

24-36" Upright

Coleus (Solenostemon)

ColorBlaze® Sedona **PW**

A part of the ColorBlaze® collection and a very unique color named after the Sedona Mountains.

18-24" Upright

Coleus



Drops

The drop series has a trailing habit! Early flowering. Perfect selection of Coleus for use in combination pots. Unusual and attractive colors. Great texture and form. Great in landscapes. Beautiful 8-10" flower spikes.

Chocolate Drop

Strawberry Drop

12-16" Trailing

Coleus (Solenostemon)



Fishnet Stockings

Bright green leaves with deep Burgundy details. Colors really perform in shade or shadier conditions.

24-36" Upright

Coleus (Solenostemon)



Gay's Delight

A lime green Coleus that can take full sun and summer heat without flinching.

24-36" Upright

Coleus (Solenostemon)



Merlin's Magic

A swirl of colors adorn the uniquely cut leaves. Compact habit fits nicely in defined areas.

10-16" Upright

Coleus (Solenostemon)



Pink Chaos

Super bright pink leaves with a medium green edge. A best seller.

6-18" Mounding

Coleus (Solenostemon)



Religious Radish

Burgundy with pink edges describes this thick bunch of beautiful leaves.

24-42" Upright



Sky Fire
1.0 GL ROYALE™

Coleus (Solenostemon)

Twist and Twirl®

Outside of the fun shapes of twist and twirls which the foliage provides, the wide array of vibrant colors which become even more evident in the summer sun, will wow you. Bred for its ability to withstand extreme summer heat and sun.

24-30" Upright

Coleus (Solenostemon)

Saturn

Reddish leaves with a splash of lime green in the center of the leaves.

30-36" Upright

Coleus (Solenostemon)

Skyfire

Two toned leaves with just a touch of a light outlining the leaves.

12-18" Upright

Annuals & Perennials

Colocasia - Cosmo

NEW



Coffee Cups



Sun Up Orange



Sun Up Red



Sun Up Yellow

Cosmos

Sun Up (Orange, Red, and Yellow)

Delicate flowers are held on sturdy stems, with fern like foliage. Use in the middle of an annual flower bed or cutting garden. Deadheading will increase bloom.

 10-12" Upright

PW

Colocasia

Proven
Selections

Lends a large tropical look to gardens, water margins and large containers. Does best in moist soil.

Coffee Cups

A fun addition to gardens that gathers water into its large cup-like leaves and spills like a waterfall when the water grows to heavy. Stems straighten back up to collect water and repeat. Listed in Garden Design magazine's "Way Hot 100."

Heart of the Jungle

If you liked Black Magic, you'll love Heart of the Jungle. Deep black leaves with better branching and habit.

Illustris

Here is another Giant to stand guard over your Tropical type garden.



1 - 5' Upright

Proven
Selections

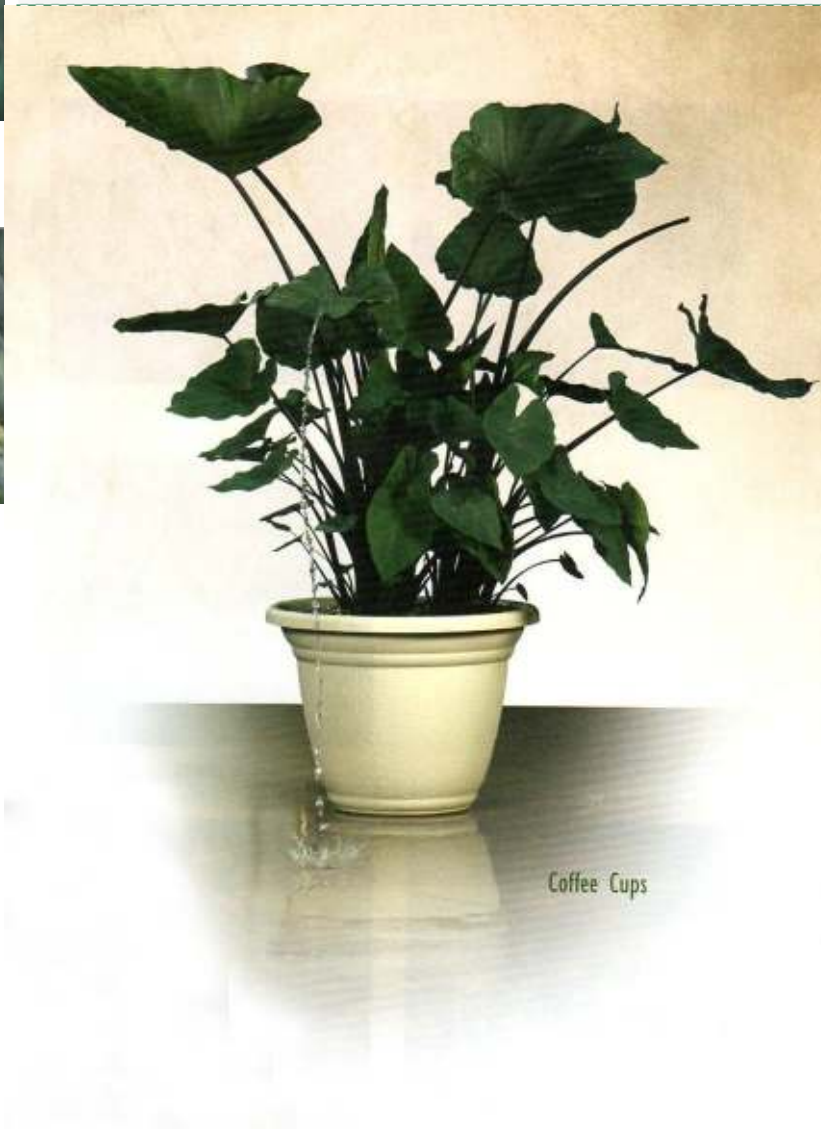
NEW



Heart of the Jungle



Illustris



Coffee Cups

Annuals & Perennials

Dahlia



Mystic® Illusion



Dalina® Grande Colima



Dalina® Grande Morelia



Dalina® Grande Tampico



Dalina® Grande Toluca



Dalina® Grande Topia



Dalina® Midi Fiji



Dalina® Midi Malaysia



Dalina® Midi Mariana




Dalina® Midi Sumatra




Dalina® Midi Barbados



Dalina® Midi Tonga

Dahlia 15-18" Upright 

Dalina® Grande
 Dalina® Grande's have moderate vigor with good branching and free flowering character.
 Dalina® Grande Colima
 Dalina® Grande Morelia
 Dalina® Grande Tampico
 Dalina® Grande Toluca
 Dalina® Grande Topia



Dahlia 

Dalina® Midi
 Dalina® Midi's have a nice compact growth habit that is great for landscape borders. Flowers are fully double.

Dalina® Midi Fiji
 Dalina® Midi Malaysia
 Dalina® Midi Mariana
 Dalina® Midi Sumatra
 Dalina® Midi Tonga
 Dalina® Midi Barbados  8-12" Upright

Dahlia 

Mystic® Illusion
 Nearly black foliage contrasts with brilliant yellow flowers for a stunning, vigorous variety. Heat and Drought tolerant.

 18-36" Mounding



Annuals & Perennials

Dianthus - Euphorbia



Flirtation™ Pink



Silver Falls™



RISING STAR

Cordylena® Bloodstone



RISING STAR

Cordylena® Jade



RISING STAR

Cordylena® Ruby



Spikes

PW
PROVEN
WINNERS®



Diamond Frost®

Diascia
Flirtation™ Pink
Great habit and flowering that combines regional winter Sun Belt performance with strong national spring through summer performance.
☀️ 8-12" Trailing



Dracaena
Cordylena®
Excellent focal point in a combo, as well as a monoculture in landscape. Extremely fast growing.
Cordylena® Bloodstone
Cordylena® Jade
Cordylena® Ruby
☀️ 18-48" Upright



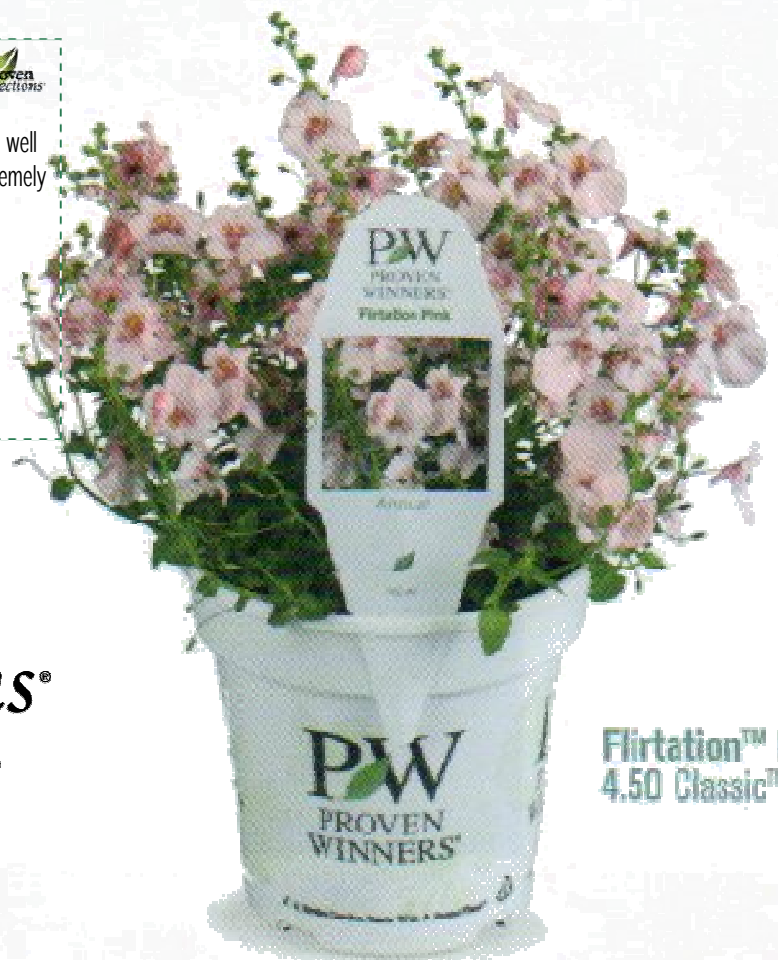
Dichondra
Silver Falls™
Velvet, cascading foliage makes this variety a must for upright containers and combination hanging baskets. Great to mix with other varieties for contrast.
☀️ ☀️ 4-6" Trailing



Dracaena
Spikes
Adds height to upright containers.
☀️ ☀️ 24-36" Upright



Proven Selections®
The Right Choice
For Your Garden.®



Flirtation™ Pink
4.50 Classic™

Gaura

Stratosphere™

- Profuse, nonstop blooming
- Heat & drought tolerant
- Great in the landscape
- Hardy to zone 6



AW AWARD WINNER

Stratosphere - 19 Awards

South Coast Botanic Garden, CA
- Top Performer

Dallas Arboretum, TX
- Arboretum Approved

Chicago Botanic Garden, IL
- Excellent

Penn State, PA
- Top Performer

STRATOSPHERE™ White



Dauphin



Karalee® Petite Pink



Stratosphere™ Pink Picotee



Stratosphere™ White

Gaura

Dauphin



Dense, dark green foliage offsets the multitude of flowers. Flowers start dark pink in the bud, open to mid pink and then age to white giving a soft multicolored effect on established plants. Heavily flowering, large plant for the landscape. 3-5' Upright

Gaura

Karalee® Petite Pink

Beautiful bright pink flowers with variegated green/ burgundy foliage. Loves heat, blooms all summer. Starts compact and gains height in the garden.

12-16" Upright



Gaura

Stratosphere™



12-16" Upright



A very showy and exciting Wand Flower that's heat and drought -tolerant. **Pink Picotee** blooms nonstop from May through September. **White** is an improved version of Karalee® White it is more vigorous than its predecessor. An exceptionally profuse bloomer.

Annuals & Perennials

Gerbera - Geranium



Deep Orange



Pink



Red



Yellow with Dark Center



Caliente® Coral



Caliente® Deep Red



Caliente® Fire



Caliente® Lavender



Caliente® Pink



Caliente® Orange



Caliente® Rose



Calliope™ Dark Red





Calliope™ Scarlet Fire

Pelargonium

Caliente®
This Ivy/ Zonal cross has excellent edema resistance and is very easy to grow. The Caliente® line are profoundly prolific bloomers and are very versatile plants that can be used in baskets, upright containers and flower beds.

- Caliente® Coral
- Caliente® Deep Red
- Caliente® Fire
- Caliente® Lavender
- Caliente® Pink
- Caliente® Orange
- Caliente® Rose

 12-18" Mounding 

Pelargonium 

Calliope™ Is a revolutionary breakthrough in Geranium breeding. It is very versatile, Excellent in baskets, large pots and flower beds with large blooms in full sun or part shade.

- Calliope™ Dark Red
- Calliope™ Scarlet Fire

  10-12" Mounding



CALLIOPE™
Lavender

Proven Selections®
The Right Choice For Your Garden.®

Annuals & Perennials

Geranium



Daredevil™ Claret



Daredevil™ Fire



Daredevil™ Mulberry



Daredevil™ Orchid



Daredevil™ Rosita



Daredevil™ Salmon



Daredevil™ Snow

PW
PROVEN
WINNERS®

Pelargonium (Geranium) **PW**

Daredevil™

Uniform performance and excellent habit combine with extra large flower heads to create a spectacular, award winning series of **Geraniums**. Seven well defined colors make selection simple and easy. Drought tolerant and great in patio pots, hanging baskets and the landscape.

Daredevil™ Claret

Daredevil™ Fire

Daredevil™ Mulberry

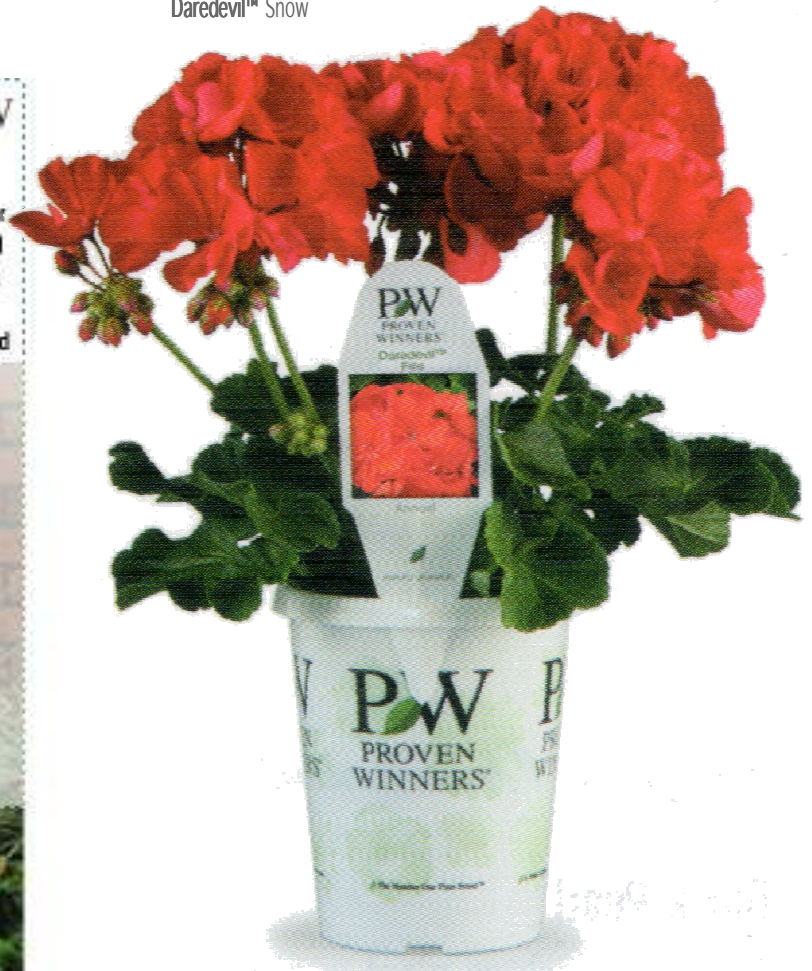
Daredevil™ Orchid

Daredevil™ Rosita

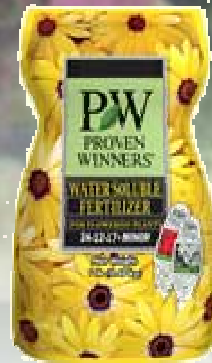
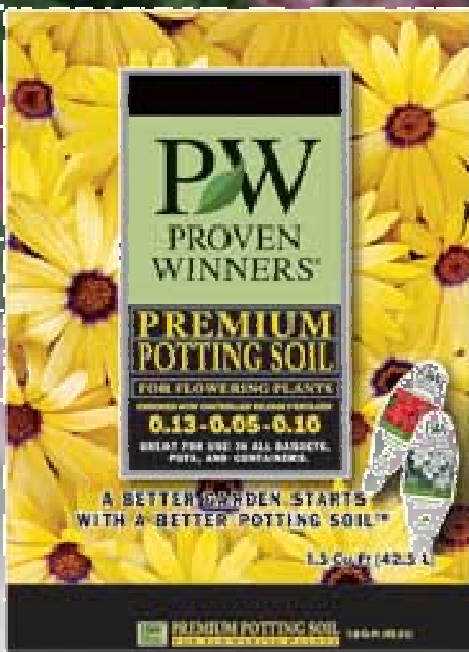
Daredevil™ Salmon

Daredevil™ Snow

 18-24" Mounding



Soils and Fertilizer



Proven Winners® Premium Potting Soil - Now there's a potting soil developed by Proven Winners to help maximize the growth and beauty of all your flowering plants. This professional grade, organic-based mix is specially formulated to produce stronger growing plants with beautiful, vibrant flowers - for more color in your garden. Proven Winners Premium Potting Soil is made from a blend of composted bark, premium Canadian Sphagnum peat moss and horticultural grade perlite. It contains a starter plant food charge for initial growth, dolomitic lime to buffer soil pH, and a wetting agent for thorough water distribution. The result is a medium weight mix - with excellent air porosity and drainage - all important features to give you the best growth and most vibrant, colorful flowers.

Available in 1.5 Cu. Ft. and 16 qt. sizes.

Proven Winners® Premium Soluble Plant Food provides quick delivery of every important major and minor nutrient for strong rooting and growth, vibrant and abundant flowers, and more color throughout the gardening season. Only from Proven Winners - Iron is in the important EDDHA form, and improved chelate allowing plants to efficiently use this key minor element at varying pH ranges. Flowering plants will have all the nutrients they need with regular use of this product.

Proven Winners® Premium Time Release Plant Food A coated, slow-release plant food, Unique NPK ration (15-7-15) designed specifically for Proven Winners plants to maximize flowering and plant growth. Controlled-release coating releases nutrients continuously for 6 months with only one application. Temperature-sensitive coating delivers more nutrients during peak growing periods when the weather is the warmest and plants need food the most. Multiple sources of Nitrogen for strong growth, color, Phosphorus, Potassium, Iron and all other key micro-elements ensure peak performance. Mix in at planting or use as a top-dressing in any garden setting all year long.

Proven Winners® Water Wise Kit your worries are over. Our easy-to-use, self-contained kit makes it simple to water container plants, hanging baskets, flower boxes, and landscape beds automatically. In fact, you can water up to ten containers or 30 feet of landscape beds from a single faucet. And, if your garden is larger than that, additional kits can be easily attached to water even more plants from the same faucet.



Also available
100' Tubing



Mi' Scents by Michele

Premium Personal Care & Bath Products

Welcome to Mi' Scents by Michele

In today's hurried world, it's difficult to find the time to relax.

Well, Mi' Scents by Michele gives you an excuse to take a "time-out" for yourself. Let our exclusive line of Premium Bath Products melt away the stresses of your day while soothing your senses with time tested therapeutic Essential Oils.

Mi' Scents by Michele Premium Bath Salts are Hand-Made with Sea Salts & Essential Oils. Throughout history, various cultures have relied on Essential Oils & Sea Salts to treat a wide variety of ailments. For centuries, they have been sought after for both their aphrodisiac and restorative qualities. Not to mention, their exotic fragrances.

Aromatherapy attests to the ways that certain smells can affect our moods and well-being. Our Premium Bath Products stand out from the crowd because of their long-lasting aromas.

So whether it be a tantalizing indulgence with your spouse, a nightly "winding down" before bed, or a much-needed medicinal foot soak for swollen, aching, or diabetic feet, Mi' Scents by Michele has something for you. If you don't see what you're looking for, contact us about the possibility of creating something designed with your needs in mind.

Come soak in the luxurious spa-quality scents as you relax in the privacy of your own bathtub. And you will soon discover that you'll want to make Mi' Scents your scents!

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Call us to learn how to earn free product by hosting a Mi' Scents by Michele Home Show!

Thank You For
Considering Our Products!

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