

## Rollout shelves help conquer inner space

Fallbrook-based company offers roll-out shelving that's easy to install

By **BRADLEY J. FIKES - Staff Writer** | Thursday, January 22, 2009 12:02 PM PST

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BONSALL ---- Anyone who has probed the far reaches of a kitchen or bathroom cabinet knows that if storage space is hard to reach, it isn't very useful.

A new company called Shelf Improvement says its rollout shelves can reclaim that mysterious space. Instead of groping for items sight unseen ---- and risking a nasty surprise ---- pull out the shelf and bring them to you.

Ease of installation is the shelves' biggest selling point. The company states it takes just five minutes. Installation is neatly demonstrated with a video on its Web site at [myrollouts.com](http://myrollouts.com).

Shelf drawers and the rail that supports them come assembled, with the points of contact properly spaced. The most difficult part of the process is centering the rail on the cabinet bottom. Once the rail is centered, the customer just slides the drawer into the cabinet.

Customers have bought about 700 of these shelves, said Mark Barone, vice president of sales for Shelf Improvement. Available direct from the company or through dealers listed at [myrollouts.com](http://myrollouts.com), the shelves come in widths of 10 to 30 inches, in 1-inch increments. Cost is \$79 each, regardless of size.

Shelf Improvement is selling the products as a franchise, Barone said. He and Shelf Improvement president Arnaud Gagnon have been partners for six years in another franchise that sells window coverings, Today's Window Fashions.

The rollout shelves are a logical extension of that franchise, Barone said.

For about \$500, franchisees get training, marketing materials and a positioning tool that centers the rail in less than a minute, Barone said. The tool, which has a provisional patent, was invented by Gagnon. More information about the franchise is online at [rolloutdealer.com](http://rolloutdealer.com)

Development of the rollout shelves began about two years ago, Barone said, and sales began last February. The company has a showroom at 5519 South Misson Rd, near the Bonsall post office. The phone number is (760) 214-3600.

"We wanted to come up with something that is easy to learn and easy to sell," Barone said. "How many kitchen cabinets are in the United States, and how many opportunities are there to sell the rollout shelves? Hundreds of millions, no question about it."

Contact staff writer Bradley J. Fikes at (760) 739-6641 or [bfikes@nctimes.com](mailto:bfikes@nctimes.com). Read his blogs at [bizblogs.nctimes.com](http://bizblogs.nctimes.com).



Shelf Improvement's President Armand Gagnon, right, and Vice President Mark Barone with their product, an easy-to-install, rollout shelf, at their office in Bonsall last week. (Photo Hayne Palmour IV - Staff Photographer)

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