

Canada's Stark & Whyte Named Global Gia Honoree

CHICAGO, IL - Brossard, Quebec-based Stark & Whyte is one of five 2009-2010 Global gia Honorees. The Honorees were announced Sunday evening at a gala dinner by The International Home + Housewares Show and International Housewares Association (IHA), primary sponsors of the Global Innovator Award (gia) program.

Retailers celebrated along with Stark & Whyte are:

- Ambiente Gourmet, Colombia
- Galeria Kaufhof, Germany
- I Love My House Barrazoni, Italy
- Steamer Trading Cookshop, United Kingdom

A special global jury, consisting of four retailing/visual merchandising experts and six editors and publishers of co-sponsoring housewares trade publications from around the world, selected the five Global gia Honorees from the winners previously chosen in their respective countries by the publication-sponsors.

The gia program was created by IHA and the International Home + Housewares Show in 1999 to honor housewares retail innovation and merchandising excellence at the international retail level.

The competition is structured both on a national and global level to honor specialty and multiple-location housewares retailers for excellence in several business categories:

- Successful operations
- Depth of product offerings
- Innovative business practices
- Innovative in-store merchandising displays/techniques
- In-store promotions
- External marketing/promotions
- Quality of customer service
- Breadth and depth of employee training

Seventeen co-sponsoring housewares trade publications with targeted distribution in over 30 countries on five continents participated in the 2009-2010 gia program.

Juries appointed by each publication selected 17 national winners from 16 countries at the end of 2009. All winners automatically entered the global competition at the International Home + Housewares Show, where the global jury selected the final Global gia Honorees.

"In our tenth year of the gia program, we are pleased to continue honoring the world's best retailers at the International Home + Housewares Show, and providing center-stage recognition for their accomplishments, the gia Showcase represents the best-of-the best

in retailing today, and serves as inspiration for other retailers seeking an innovative edge in today's marketplace," said Phil Brandl, IHA president. "Every year Show visitors benefit from observing what the best retailers around the globe are doing to put themselves head and shoulders above their competition."

A special gia celebration was held at The Intercontinental Hotel on Sunday, March 14, 2010.

Visit www.housewares.org/gia for additional information about the Global Innovator Award program.