

Successful OFM HOMEMAKERS Expo a positive indicator for home improvement market

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The 4th Annual **OFM HOMEMAKERS Expo**, held from 30 July - 2 August 2009 at Emerald Casino, saw several thousand visitors experiencing 175 stands on over 3 000m². As the only home improvement show of this scale in the Vaal Triangle visitors were delighted by the variety of market leading interior and exterior home improvement companies, all under one roof. This gave them the opportunity to discuss their home related needs with experts and compare various offerings.



Despite the state of the economy and the miserable rainy weather that was experienced in the Vaal over this weekend, visitors were determined not to miss out on a worthwhile day out seeking inspiration and value offers from exhibitors at the show.

According to Ray Abrahamse, MD of the HOMEMAKERS' Group, "The fact that we are up over 10% on last year's attendance figures is a clear indication that people in the Vaal Triangle and surrounding areas are looking to spend on improving their homes at this time. This was also experienced at our PE HOMEMAKERS Expo held last month showing that the market is making a positive upward turn in this home related sector."

The competition area at the **OFM HOMEMAKERS Expo** was a buzz throughout the expo and visitors had the opportunity to win a fantastic sound system from Hi-Fi Specialists worth R50 000 as well as R10 000 cash from Emerald Casino and 10 runner up accommodation prizes valued at over R30 000 in total. The draw took place live on the Sunday from the onsite OB unit where OFM was broadcasting from throughout the show.

Lumber City walked away with the overall award for Exhibitor Excellence with their show stopping, modern and trend inspiring kitchen display.

The gold award winners were: Farmhouse Designer Furniture & Kitchens, Sweeprow, Evergreen Turf and Weather Master. The following companies received silver awards: Telkom SA, House of Green Door Interiors, Vryheid Country Furniture, Counterpoint Furnishers and I Cool Gadgets (Redkoki). Bronze awards went to; Hirsch's, CV Kitchens, Ocon Brick Manufacturing, Von's Flooring and Timber, Arum Landscaping and Paving, Naledi Industrial Hardware, China-Africa (Meilian Trading), Simstone, Magikerb, Irritech Technical Systems, Windover, and Advantage Air Africa.

This year two more HOMEMAKERS Expos will be hosted in Cape Town (3-6 September 2009) and Durban (8-11 October 2009). For more information visit www.homemakersonline.co.za.

Whether you're building a new house, thinking of renovating or there's a décor itch that needs scratching 'dream it do it' at **HOMEMAKERS Expos**.

- **Secure your stand, cultivate trust, generate leads and build your brand!** 23 Jan 2024
- **Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)** 15 Sep 2023
- **Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami** 13 Feb 2023
- **Get on board with *Homemakers* digimag** 21 May 2021
- **2021 Johannesburg Homemakers Fair postponed** 10 Feb 2021

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