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A former college offensive lineman demonstrating the strength of the new HG Storage System. Credit: Mike Lucas

New Year, New Storage System

Published on February 3, 2021

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Senior-level marketing executive with over 15 years of marketing and brand management expertise.

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It's only the second month of the new year, and already lots of big things have happened at Hello Garage!

First, we have a [new website partner](#) and are hyper-focused on improving SEO to help our franchisees generate leads. But the second big news is that we launched our brand new, proprietary HG Storage System!

[In a previous post](#), I talked about how we had to pivot due to COVID. Well, another wrench was thrown at us in 2020 (it felt more like the entire toolbox, honestly) when our cabinet supplier ceased production, not just for the pandemic—forever.

So, we had to find a [new supplier](#), negotiate an agreement, purchase the product and launch it by December 31. Frankly, I didn't think it was possible at the time, but... we did it! We ~~rebooted photos and video, reworked scripts and ads and planned for everything the existing line~~



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products we have to offer home owners looking to organize and improve their garages.

The HG Storage System has multiple components, so you can organize on any budget. Shelves? We've got 'em. Cabinets? We have those, too! A workbench? You know it! And then there's my personal favorite—the

All four of these components can be mixed and matched to customize to your liking. After all, everything is customizable these days, from our shoes to our cars—it just makes sense to extend that personalization to our garage storage

Here are a couple of cool features that I'm super-excited about: Each shelf can hold up to 300lbs! That's amazing for someone like me who has a garage gym and I was a former college football offensive lineman, you can stand on them as safely as cabinets also have sliding doors, so you won't ding your car when you open them. The powder-coated gunmetal finish just looks really cool. You can learn more about the HG Storage System [on our website](#).

Did I mention that they're ONLY available from Hello Garage?

In other news, we're still growing, adding new franchisees every week. If you're interested in a [franchise opportunity](#), let me know!

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New products and partners and it's only February! Plus a former offensive lineman demonstrates the new shelves are!

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