

Youth Organization

Storage companies are designing more products geared toward the tween market

By Sharyn Bernard

NEW YORK—The “tween-age” years are an awkward time. Not-so-young ones are caught between the carefree years of childhood and the independence of teenage years. Yet this market—generally defined as children between the ages of 7 and 14—represents a tremendous marketing opportunity, and storage vendors have recently taken note with a variety of products and programs to focus on this booming population segment.

According to a research

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Evercare has developed a storage and organization line specifically targeted to tween girls.