

Give your home a fresh burst of inspiration

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The Jacaranda 94.2 Homemakers Expo will celebrate its tenth anniversary when it opens its doors this week from 17 to 20 May 2007 at the Tshwane Exhibition Centre.



This show is northern Gauteng's largest home enhancement show and has seen a significant increase in both exhibitors and visitors over the first decade. It has grown from a mere 274 stands to a massive 426 over 13 000m² and in 2006 an impressive 27 804 targeted visitors walked through its doors.

Visitors can expect to see essential home improvement products in addition to inspirational delights such as soft furnishings and the hottest décor trends for in and around the home.

Says Johan Axsel, expo organiser: "South Africans are passionate about their homes. At Homemakers Expo we address this passion. We function within the home improvement industry, which has an astounding annual turnover of R38 billion. An exciting aspect of our company is that we provide a platform for small and large national companies to communicate with consumers – something we have been doing for well over a decade and intend on doing for many more."

Two energising feature areas will showcase the latest developments in interior design:



An exciting decor feature: **Homemakers D-Zine Zone** will showcase on Level 1. A brilliant collection of decorating ideas that will help you re-create your home into a perfect place for family and friends to gather in comfort and style. Four beautiful living room designs, styled by professional decorators will be on show.

Come and ask the experts. The Homemakers D-Zine Zone decorators will be on hand to offer their professional services. Pop in and ask all the design questions you have always wanted to know. Bring photos of your problem area and they will give you valuable advice, free of charge!

Visitors can begin their bathroom beautifying project with our collection of ideas on show at the **Homemakers Breathtaking Bathrooms** feature situated on Level 3. Come and see four inspirational bathroom designs along with a collection of stunning accessories to match. Replacing that old bath, basin and toilet or just the taps, can give your bathroom a new lease on life. Not only will you be enhancing your home, but also your lifestyle.



Homemakers Expo target and meet the needs of hundreds of thousands of upmarket homeowners in the 8, 9 and 10 LSM categories. In addition, the expos have achieved exceptional success by satisfying the needs of thousands of exhibitors within the home lifestyle industry providing them with an opportunity to successfully market their products to a niche market.

Homemakers Expo is the original home lifestyle consumer show incorporating a total spectrum of home improvement and home enhancement products. The first Homemakers Expo was launched in 1994 and currently the company showcases nine expos annually in all the major economic centres: Johannesburg, Cape Town, Pretoria, Bloemfontein, Port Elizabeth, Durban, Vaal Triangle and now also in George. Nationally more than 200 000 people visit these shows.

For more information please contact (012) 661 7003 or visit www.homemakersexpo.co.za

- " **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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