

## How have you bin?

**DOES IT FEEL** like your possessions possess you? Maybe it's time to get organized. The folks at Storables (in Mesa and Scottsdale) and the The Container Store (in Scottsdale) are dedicated to helping you do exactly that.

Both stores boast every manner of bin, shelf and doodad wrangler for a kid's room, family room, closet or garage. But disorganized souls consumed by clutter must be prepared. The breadth of products in these stores is in itself overwhelming.

How to get back to the realm of whelmed?

"Start small—just a drawer or a room, whether it be bedroom or bathroom, says Jeremy Hawkins, visual merchandising manager for Storables. "Work in a small, defined area and then branch out from there."

Hampers, boxes, baskets, racks and other types of arrangers in a variety of colors provide the tools for getting organized. The incentive, alas, you have to get on your own.

"Once you organize the space then you can organize the stuff," recommends Jackie White, general manager at The Container Store in Scottsdale.

Storables is located at 15752 N. Pima Rd. in Scottsdale and in Mesa at Dana Park Village Square, 1660 S. Val Vista Dr. [storables.com](http://storables.com). Find the Container Store at 18550 N. Scottsdale Rd. in Scottsdale. [containerstore.com](http://containerstore.com).



## Traveling terrycloth

WHEN DAN WILEY of Anthem traveled through Asia, he was impressed by how refreshing a chilled, scented towel felt on a hot, sticky day. The Japanese tradition of *oshibori*, the offer of a moist towel upon arrival at a fine hotel or restaurant, is the idea behind [GetFreshTowels.com](http://GetFreshTowels.com).

The same tradition could benefit parents schlepping across the country or just down the street to soccer practice. Unlike baby wipes, or similar products, the towels are 100 percent cotton, reusable and lightly scented with lemongrass, cucumber, lemon-lime or green tea oil. The individually packaged towels come in four varieties: Sport Fresh, Clean-Kids, Rainz and Aqueous. The Clean-Kids towel is lemon-lime scented and smaller in size. All are individually packaged, hypo-allergenic, alcohol-free and antimicrobial. Unlike paper-based wipes, these towels can be laundered to create a stash of soft cloths for reuse.

The towels are offered by certain resorts, charter aircraft and limousine companies and are available for purchase online and at 10 Valley locations, including three stores in Sky Harbor Terminal 4. Wiley hopes to expand into different markets and ramp up production gradually.

## The right kind of white

When Valley-based Holsum Bakery merged with Thomasville, Ga.-based Flowers Foods last August, it began baking Nature's Own Whitewheat Bread. What is "whitewheat" bread, you ask? It's bread with the soft texture and mild flavor of white bread but with 2.5 to 3 grams of fiber in each slice—more fiber than Holsum's whole wheat bread. (For comparison's sake, some white bread has *zero* grams of fiber.)

Two slices of Whitewheat Bread also provide the calcium of eight ounces of milk. "That much calcium gets my attention," says Holsum president Ed Eisele, whose grandfather started Holsum Bakery in 1881.

Most adults prefer denser, more flavorful breads, but "kids haven't changed much in 50 years," says Eisele. They still prefer white. So an affordable white bread with fiber and calcium is a leap forward for a product normally scoffed at by health-conscious parents.

"Dough conditioners" listed on the Whitewheat ingredients label may give parents pause but they are made from corn and soy and represent a minute fraction of the ingredients. The additives are necessary to keep 200,000 loaves made daily soft and light.

Baking bread is an ancient process but making it happen on the scale of mass production is wonderfully complex. At Holsum's new bakery in Tolleson, a one-ton blob of dough becomes loaves that travel slowly through a massive oven and a mile-long cooling conveyor before careening down chutes to be sliced and propelled into bags, then sealed and crated.

Nature's Own Whitewheat Bread is available at major grocery stores Valleywide. [holsumbakery.com](http://holsumbakery.com).

